SICK SPECIAL

MAY
No. 44
PDC

SICK Special

25¢

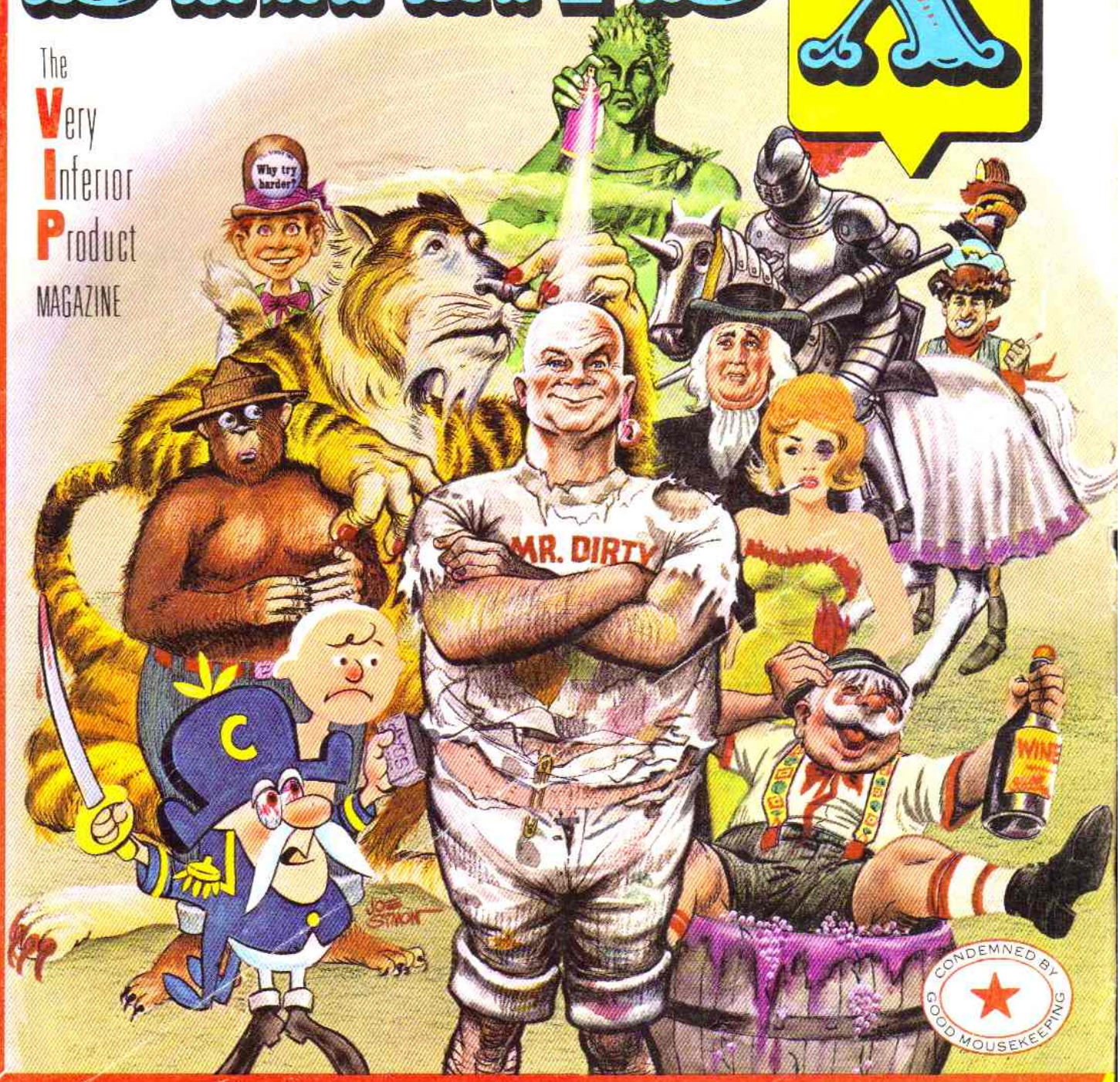
BORED WITH NAME BRANDS? TRY

BRAND X

The Very Inferior Product MAGAZINE

BRAND X

INGREDIENTS: ARTIFICIAL PARODY, DILUTED WHIMSY, BITTER SATIRE, PURE HUMOR and CORNBALL EXTRACTS



EXTRA: PROTEST POSTER

You monster!--*Tonight* you want to go bowling?

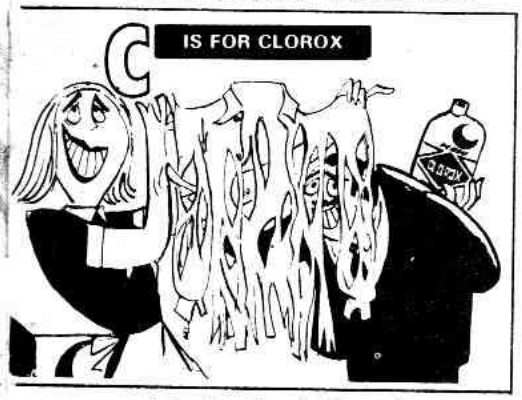
Vol.6, No.4
May, 1966
No.44

SICK presents BRAND X

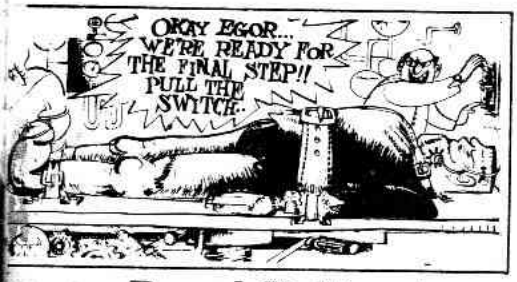
CONTAINS THE SECRET INGREDIENT — "HOGWASH"

Living Bra.

Advertise Yourself



Alphabet Book



Brand X Monsters

BRAND-X ALPHABET BOOK
The real ABCs of Madison Avenue men — namely, Always Ban Cleverness. This Primer is so simple a two-year old child can understand it — which is about the age-level of the Madison Avenue men. 4

ADVERTISE YOURSELF
How to "sell yourself" by using Madison Avenue techniques — a method that'll make you a "sellout" in no time. This gimmick is ideal for people with bad breath and stuffed nasal passages. 12

HOW TO UNDRESS FOR MOVIES
This article strips bare all the raw facts behind the newest movie fad — and you'll find it a real takeoff. It also shows up foreign films for what they really are — all front! 28

MADISON AVENUE MAN'S ADVENTURE
A complete adventure magazine parody showing the guts a man in a grey flannel suit can have — and the guts we can have for putting it out. This parody is the latest in our series designed to bring competitive publications down to our level — way way down. 37

BRAND-X PHOTO CAPTIONS
Captions to photos, the likes of which you've never seen — or will ever again. These are the only captions ever done that were condemned by Good Housekeeping. 16

HEADLINES FROM MADISON AVENUE
Real shocking news items from Madison Avenue that will make you shake — make you shake a fist at Madison Avenue, that is. For this article you have to read between the lines — if you read the lines themselves you'll want to throw up! 20

SPECIALIZED MENS' MAGAZINES
Another look at magazine specialization today, this article will revolutionize the industry — they'll want to start a revolution against us. It shows how ridiculous our men's magazines can be — also how ridiculous our magazine takeoffs can be. 32

ABOUT THE COVER
This Brand-X Cover was recently tested in a leading clinical laboratory and found to have 29% fewer brush strokes than any other cover on the newsstand today!

Joe Simon, *Editor*... Bob Powell, *Art Director*... Melissa Jane, *Messages*
Paul Laikin, *New York Correspondent*... Jim Atkins, *Washington Correspondent*
Fred Wolfe, *Correspondent At Large*

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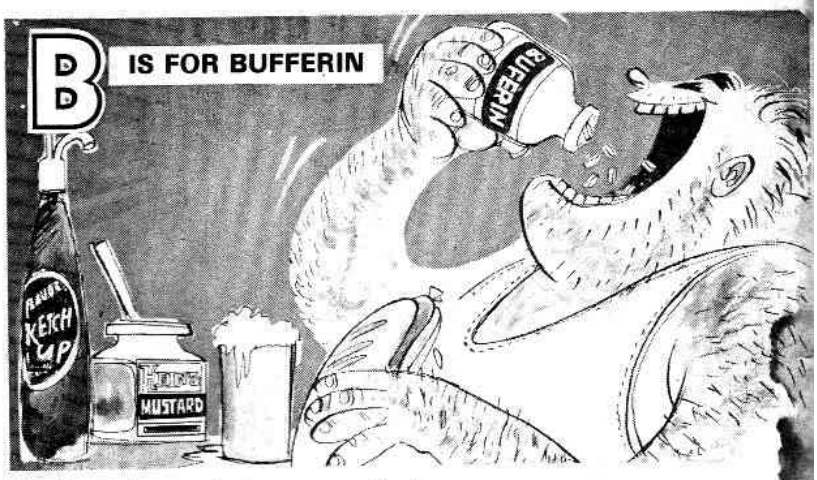
Calvin Castine, *Champlain*
Dot Brooks, *N.J.*

In order to acquaint the reader who may not be too familiar with some of the more popular advertised brands on the market today, BRAND-X now presents a Special Primer on Consumer Products. It's designed to give you a first-grade look at several of the most ballyhooed items on Madison Avenue's hard-sell list. And it's arranged so that a two-year-old child will know what it's all about—which is the age-level aimed at by the products advertised in this...

A IS FOR AJAX

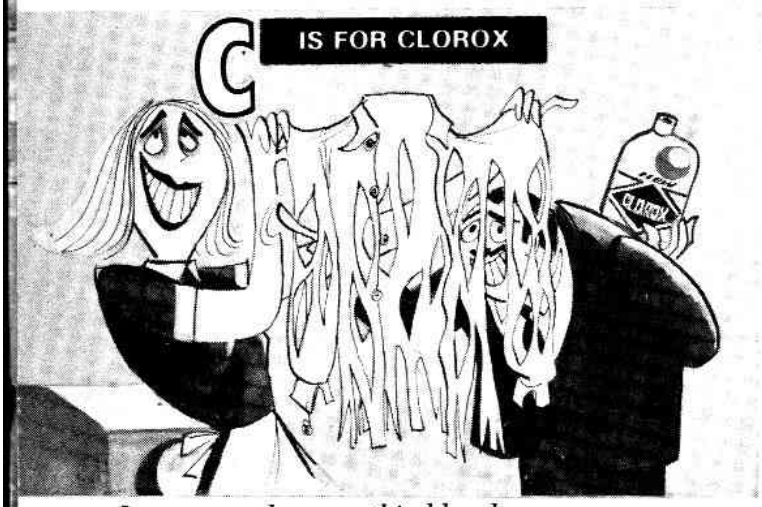
Chases dirt right down the drain
And on your sink it leaves no stain,
Although it cleans where'ere it lands—
You still will get those dishpan hands!

B IS FOR BUFFERIN



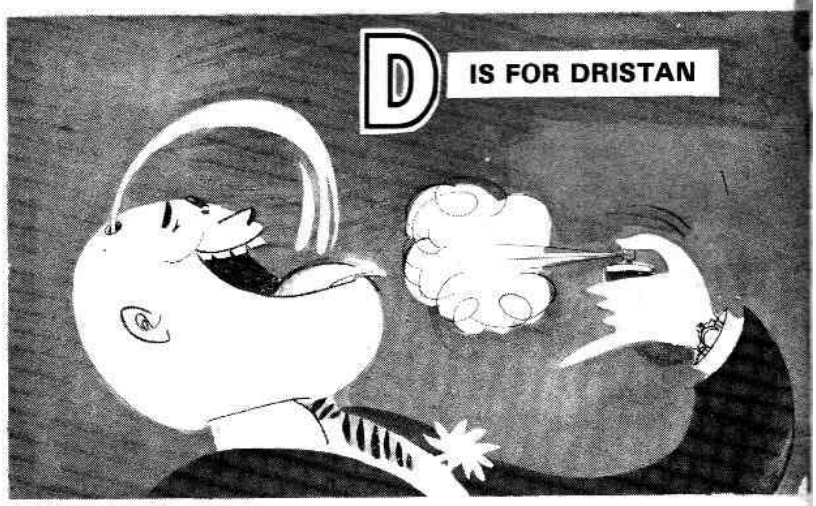
Works twice as fast as any other
Yet take too much and watch out, brother!
Heed a little word of warning—
This stuff can be habit-forming!

C IS FOR CLOROX



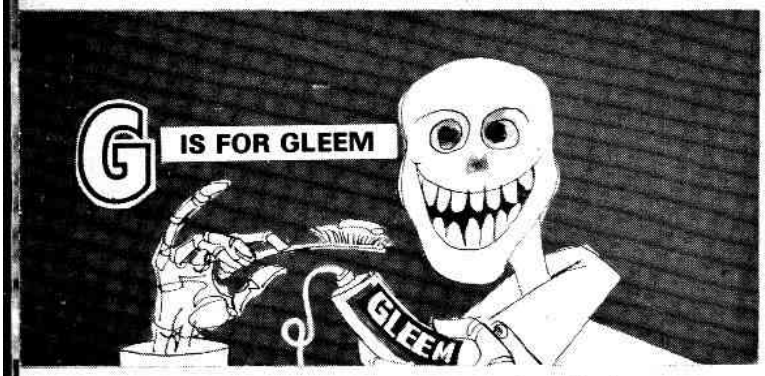
In your washer use this bleach
Though the smell will make you screech,
Added power makes clothes new—
It's so strong it tears right through!

D IS FOR DRISTAN



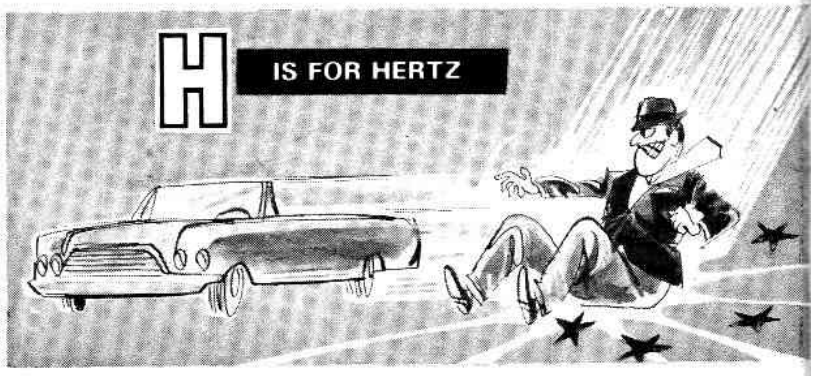
Helps those sinus cavities
But brings other depravities,
Reaching back so far to drain—
Can give you water-on-the-brain!

G IS FOR GLEEM



If after meals your teeth aren't brushed
Use this and your hunger's crushed,
Just one brushing lasts all night—
The taste affects your appetite!

H IS FOR HERTZ

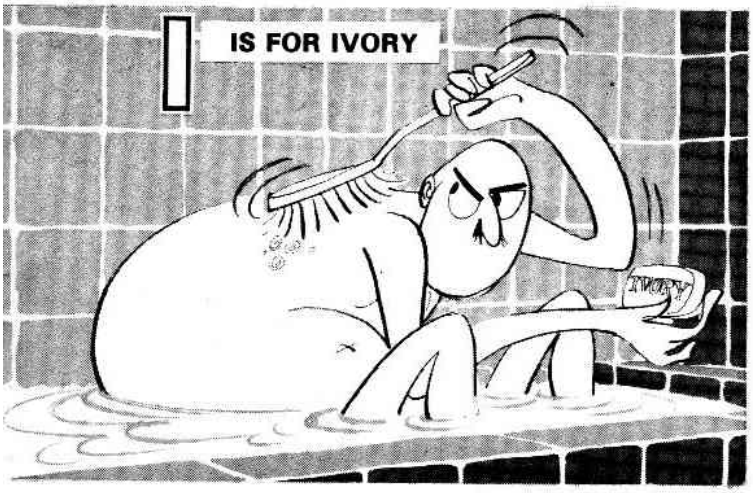


They put you in the driver's seat
And charge so much you'll soon be beat,
So when you're in their rental car—
Make sure you don't drive too far!

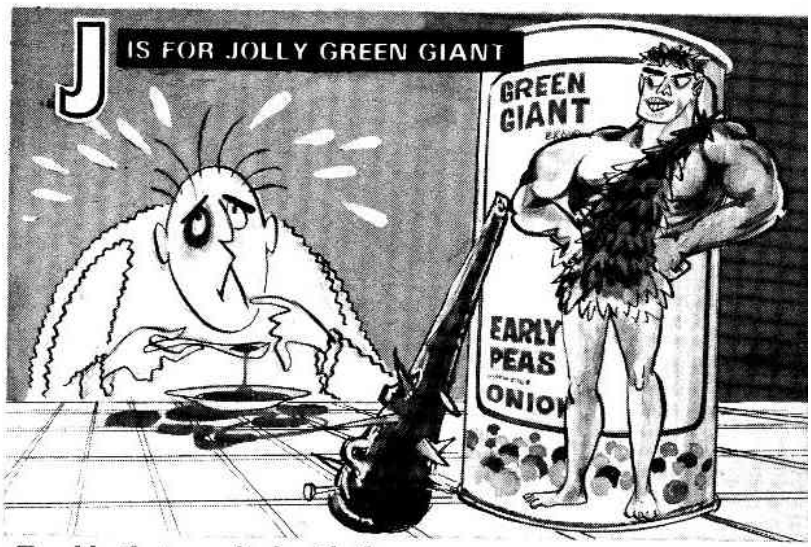
MADISON AVENUE

They put a tiger in your tank
Which seems a very foolish prank,
Their other gimmicks you don't need—
Are road maps you can hardly read!

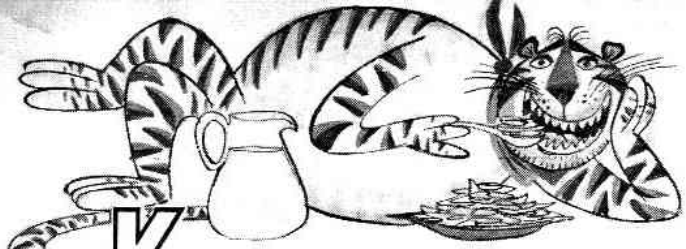
Made for your irregularity,
When it fails it is a rarity,
Delicious-tasting, candy-coated—
Enough of it will leave you bloated!



Mild for babies' skin and duds,
It's so darn mild you don't get suds,
They say it floats 'cause it's so pure—
You know what else floats, to be sure!



Trouble that you find with these
Is the trademark of the peas,
A monster huge in length and breadth—
But who can eat? You're scared to death!

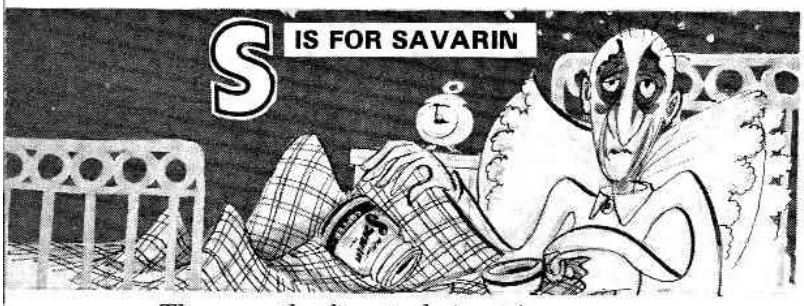


K IS FOR KELLOGG'S

Rice and Corn and all things gushy,
Mixed in milk they all turn mushy,
Bran and Smacks and Pops that blow up—
One more name will make us throw up!

O IS FOR OLD GRANDAD

Head of the Bourbon Family
He looks just like an old D.T.,
The trademark's good, the ad-men think—
That face can drive us all to drink!



S IS FOR SAVARIN

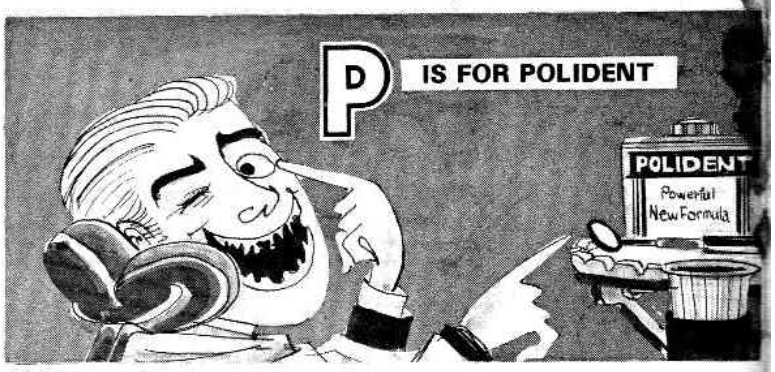
They use the finest, choicest bean
Yet still can't rid it of caffein,
Coffee-er coffee, flavor deep—
But try to get a good night's sleep!

W IS FOR WINSTON

It tastes good like a cigarette should
But if you smoke them they're like wood,
For most folks this pack is the answer—
If you'd like to get lung cancer!

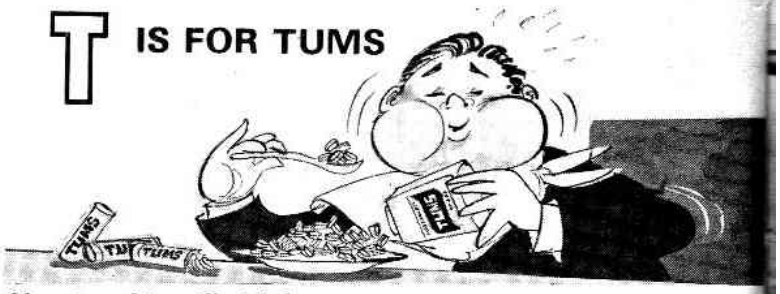
L IS FOR LAVORIS

Makes your breath come on like ferns
But alas, the odor returns,
For a while your mouth feels gay—
Let's face it, bad breath's here to stay!



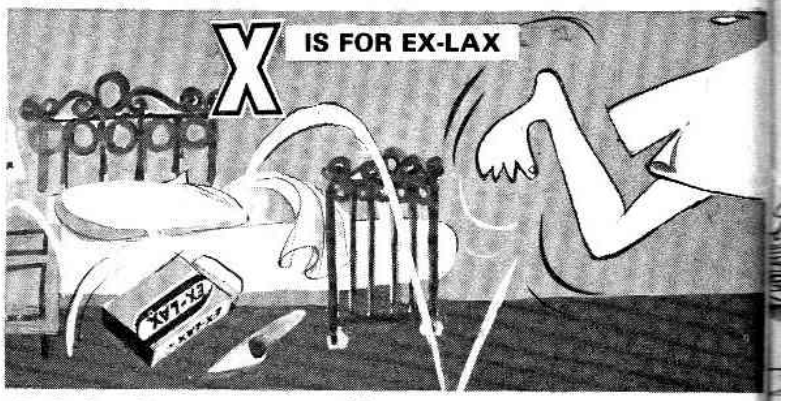
P IS FOR POLIDENT

This paste for the denture user
Makes the mouth smell like a loser,
Throw away those teeth and swallow—
Or halitosis is sure to follow!



T IS FOR TUMS

Chewing this will aid the tummy,
Swallow more and tummy goes bummy,
When gum gets down inside it's gooey—
Your system soon will go all phooey!

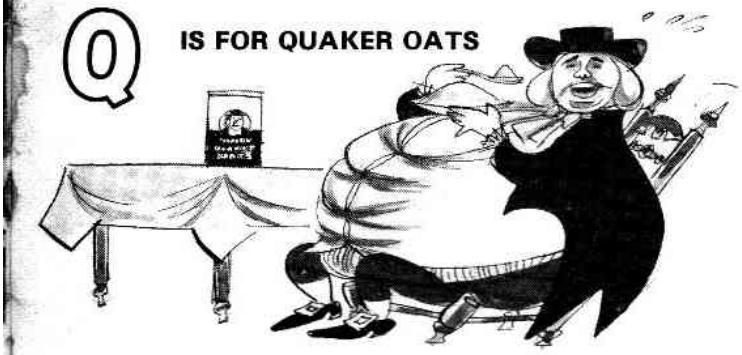


X IS FOR EX-LAX

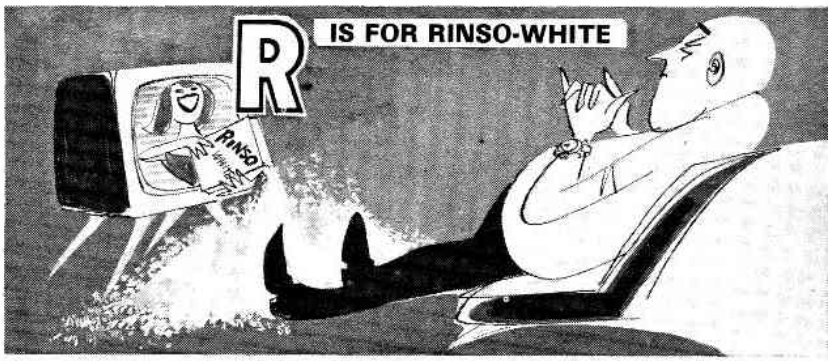
With this there is no way of knowing
If you're coming or you're going,
Each case is different, curiously—
One thing's sure, you'll soon race furiously!

Get underarms real cool, not hot,
But on your clothes may leave a spot,
Mum's the word, the slogan claims—
Yet folks'll know when they see the stains!

Makes hair on legs and arms rub off
Beats a razor, sure enough,
But hair comes back again in droves—
Better just wear slacks and gloves!

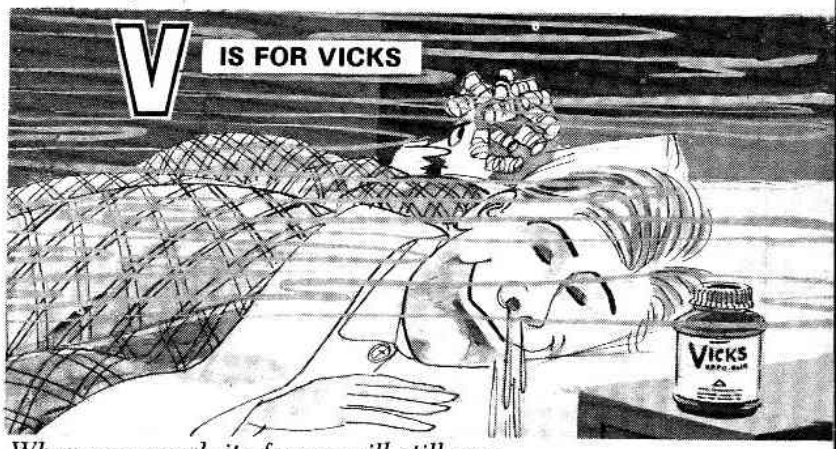


Starts your day, you won't be grumpy,
Trouble is, it's always lumpy,
Oatmeal's very healthy, mind you—
But eat too much and it will bind you!

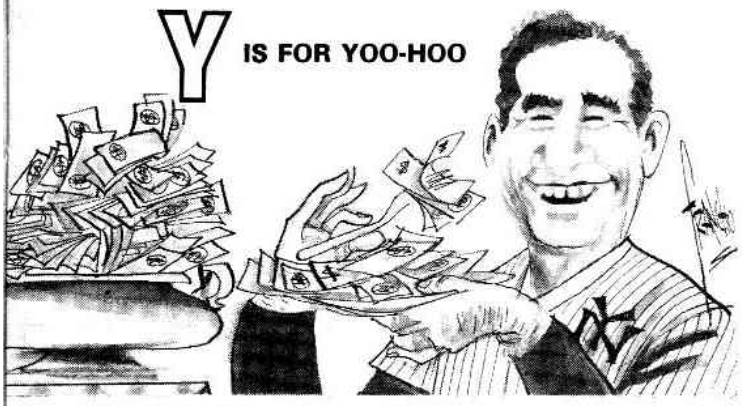


When the girl yells 'Rinso White,'
Sounds like someone touched her right,
This commercial's such great shakes—
It makes you switch to Brand-X Flakes!

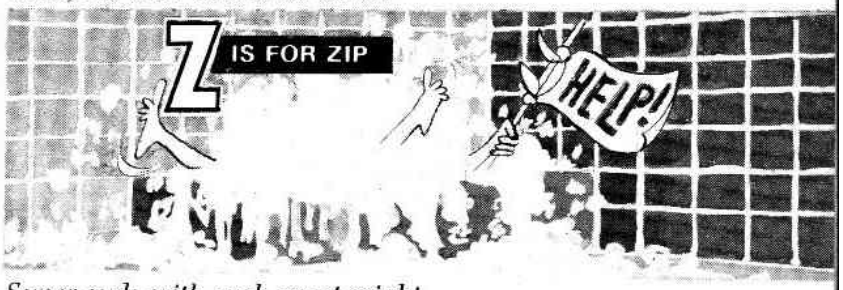
O'er the globe this airline dashes
And everywhere you read of crashes,
Here is what we think of planes—
Stay alive—take ships or trains!



When you cough its fumes will still you
Makes you sweat but that won't kill you,
You'll breathe free, works like a comet—
Man, the odor makes us vomit!



In its field this drink is first
Yet it doesn't quench the thirst,
When you buy it, here's the hitch—
You're making Yogi Berra rich!



Super-suds with such great might
It even makes your blue shirts white,
It means the end of dirt and grease—
Just like this book—it spells FINIS!

Sixerely Yours

Dear Sicklings,

Though I have never written to you before, I was compelled to do so after your latest triumph, Sick No. 42. Being a comic hero fan in good standing, I thoroughly enjoyed your spoof of the current super-hero trend. "Superfan" was excellently written and drawn. The cover which shows a "Fighting American" walloping a sawed off Captain America was truly hilarious though somewhat downgrading to the Captain. I now finally know why Captain America used to have so tapered a waist during the '40's, thanks to seeing a revealing photo of him. The Superfan preview of new superheroes was very good and "What's New" was a sickening answer to The "Comic Readers" on The Drawing Board.

"Invasion of the Finkmen" brought forth a long awaited dream, my only gripe is that it was only 3 pages in length.

The first two panels of "Adventures of Superfan" were almost like my biography. The only trouble is, you stayed with the two big companies of today, Marvel and D.C. You could have at least mentioned Charlton or Harvey or Archie or Dell or A.C.G. or Gold Key or Tower or Fawcett or etc., etc.

The rest of the magazine was the usual "sickening" stuff. By the way, I was glad to hear the mention of Jules Feiffer's book, since I myself am the proud posessor of a copy.

Martin Boire
5 Third St.
Rochester, New York

Ed: The sawed-off runt was not Captain America (and who should know better than ye old Ed who created the original C.A.). It was Huck Fink, our Sick Mask-ot. Harvey's great heroes were represented. The other companies we never heard of.

Gentlemen:

If you publish my drawing would you publish my name with it so I can show it to my friends.

Dellbert Snook
302 E. 42nd St.
San Angelo, Texas

Ed: We'll publish your name—show that to your friends.

Dear Sick:

Executive Spy should be called "Playboys Section". "Poems of the Great Society" deserves a pat on the back (to Fred Wolfe and Franchionl, that is). But I advise you not to sell the Feb. #42 edition to Cuba because if Castro gets hold of it, it might start another war, and, we are having enough of that in Viet. Forget that "Birchers" bit before you wind up boiling in soup, and you best change that Army poem while you can. If you don't, you might start another Civil War with Sick and the Army.

Michael White
3132 North Ills
Indianapolis, Ind.

Ed: Sick is on very good terms with the Army. It's the soldiers we have trouble with.

Dear Sickboys:

On page 33 of your February issue you have a set of 12, 8" x 10" glossy photos of your favorite heroes for only $5.98. I have enclosed $6.00 for it. You can keep the change. Please thank Jack Sparling for me and tell him to keep drawing pictures like the ones in the story, Executive Spy. Pgs. 16-19.

Kent Mayer
2 Dean Terrace
Union, N. J.

Ed: We don't take play money, fella.

Dear Sick Sirs:

I fail to see the humor in your so called cartoon of "Religion With The Big Beat". Religion should be taken seriously and not as a joke but evidently Mr. Majeski as well as the staff of Sick writers have a warped sense of humor.

Raymond L. Oakes Jr.
14 W. Chapman St.
Alexandria, Va.

Ed: That's for sure.

Dear Sir:

Through an unfortunate quirk of fate I read your magazine appropriately known as "Sick". I can only compliment you on the jacket design, the humour content of the ignoble rag is almost non-existent.

The American public may like your magazine and if I was a scatologist I might probably like it too. I should have saved my money and amused myself by beating up some defenseless old lady.

But I want you to understand that I wrote this letter in a spirit of comradeship. You and yours are probably a bunch of nice blokes, a little neurotic but nice blokes. I can understand that in the American way of life it is hard to be original and from the impression I get from the movies of your way of life it must be quite an effort to think of anything funny.

But at the risk of getting off the subject, American movies do not present a true picture of the American way of life just as they do not present a true picture of Australia. We Australians seem to be forever saying "bloomin'" and "blinking" and "bonya" as we chase the kangaroo through the bush.

Come to think of it I only used your magazine as an excuse to air my grievance against Hollywood as I don't know anyone in America.

Ian F. Mackinlay
19 Church St. Bayswater
Victoria, Australia

Ed: Let's keep it that way.

Dear Sick People:

I think you yanks are a lot of nuts. In Mount Isa, we have a name for you blokes, It is Spazzo.

Previous letters to Sick from nutty Yanks like Johnny Carecia and other proud-hearted Yank

bird-brains, state that Sick is a good example of American humor. It is the best example of true American insanity. All Yanks are mad. We Aussies are superior to you Yanks in every way, except in madness. We have a few nuts but in the minority. America is a nutty nation on the whole. The United States is the looney-bin of the earth. Sick should take the place of Time Magazine.

Kevin Kramer
11 Finschafen St.—Mt. Isa
Queensland
Australia

Ed: You Aussies are really asking for it.

Dear Sick!

I got my first sick magazine and I think its *great*. Would you please send me a wall poster of Huckleberry Fink.

Geoffrey Carlson
157 Kenyon St.
Hartford, Conn.

P.S. Why don't you make more comic strips about Huckleberry Fink in your magazine. How about paper back books.

Ed: Watch for our Sick Annual featuring a 3 page full color glossy foldout of the "Why Try Harder" kid, On sale in June.

Dear Sirs:

You really named your "magazine" correctly.

Nauseated,
David Winfield
104 Bridge Street
Branchville, S. C.

Ed: Watch for our next publication, "Nauseated."

Dear Kooks at SICK:

I think your mag. is the greatest! I especially liked your "RELIGION WITH THE OFF BEAT".

I don't think your "POEMS OF THE GREAT SOCIETY" was so great, in fact, I thought it stunk!

Mark Hetelson
THE MAN FROM S.I.C.K.
1571 Williams Rd.
(Senior Idiots Club for Kooks)
Abington, Pennsylvania

Ed: With raves like this, we've just got to repeat "POEMS OF THE GREAT SOCIETY."

Editor of Sick:

Your magazine is very good. I save certain things from it. My friends Michelle and Ellen read it. My 3 brothers read it as often as possible. I wish you would make a satire of Satan Bug. If my spelling is wrong I hope you know what I mean.

Patricia Williamson
1729 Rocky Hollow
Anniston, Ala.

Ed: Your spelling's okay, but we still don't know what you mean.

Dear Sick Sirs:

I would like to enter the contest for the SUPER HERO. The name I like is: Clanky the Computor.

Philip K. Smith
221 Delaware Ave.
Dayton, Ohio

Ed: We like the name, too, Philip, but the contest was a gag.

Dear Sick:

I just started reading "Sick" and I think I like it. I think you should write a short story about the front cover (February—No. 42). I simply went ape over it.

Buzzy Nettis
2305 Green St.
Philadelphia, Pa.

Ed: We'll do it next February, Buzzy.

for collectors... THE SATIRE THAT JFK LOVED--

You'll want to save this memorable PICTURE-CAPTION book which was printed before Dallas when THE KENNEDY WIT sparkled over an adoring nation

Georgie Jessel says: "LOOK WHO'S TALKING" is a warm memory of the wonderful humor of The NEW FRONTIER... Not for squares!"

Send 50c per copy (for attractive 8"x11" stiff-cover "paperback" volume) to "*Look Who's Talking*," 32 W. 22 Street, New York 10, New York.

WHILE THE SUPPLY LASTS!

Come Alive! You're in the

MEET OUR STAFF

JOHNNY ED writes for numerous magazines on international affairs. His last article was on the international affairs of Elizabeth Taylor. It was really his last article for us, as we were sued. Ed has long been interested in potatoes, watermelons and squash and has written numerous articles about his experiences with these vegetables.

VANCE PACKAGE is our consumer editor. Yesterday he consumed two steaks, Time magazine, twelve beers, a bowl of puffed corn flakes and three quarts of apple juice. He will write on these experiences in upcoming issues.

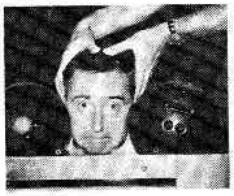
Our food editor is Jo Bob Gorment. She has sampled all types of foods and says there is no such thing as bad food, only bad stomachs.

JIM ATKINS writes under the name of Jim Atkins. Mr. Atkins has long tapering fingers and wears short fat g oves. His hobby is spying on his neighbors.

ED MURPHY is our hunting editor. He recently wrote a story about how he stuck his arm down a bear's mouth. He says he is not going to do this again. He writes raw facts about the wilds of our city parks and says he enjoys being mugged.

BILL SMELLER is our copy editor. He copies articles from other magazines. He has long been interested in retirement.

MISS ELLER BILMAKE is our comic strip editor. She has done extensive research on Moon Mullins and Little Orphan Annie. She says she is Bill Smeller's favorite strip. Miss Bilmake says she has proof Annie is not an orphan, but has never released the story because it would break Daddy Warbucks' heart.

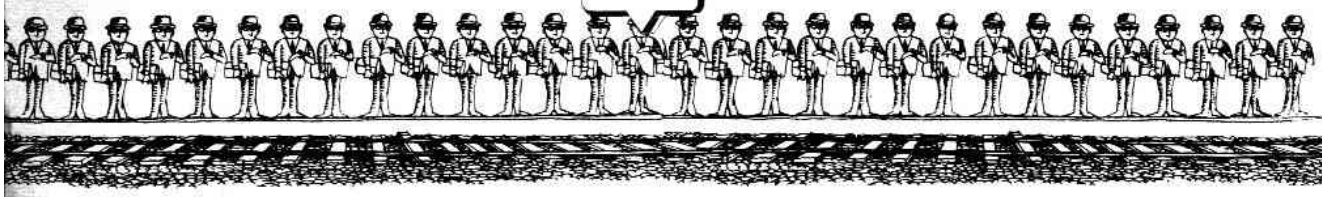


Our garden editor is **PHILBERT GOLOUSH.** He has long studied poppy seed growing and has written many interesting stories about the little men he has seen. Mr. Goloush's hobby is telling lies to his wife.

GEORGE GORDON is our traveling cartoonist. He has traveled all over the Western states doing a cartoon series on American Indians. He is a tatooist. He was made an honorary member of the Byjolt Tribe in New Mexico. Unfortunately, the Byjolt Tribe is extinct.

TONY HERMITE is a member of our Washington staff. He covers the Press Club Bar and is an associate editor of True Drunks magazine. Hermite has written that there is a difference between an alcoholic and a drunk. An alcoholic is a drunk who wants to quit drinking.

BRAND X Generation!



Are You Embarrassed By A Flat, Sagging Brain? Use BRAND-X!...
We Can Make A BRAND-X Man Of You In Only 30 Issues!...
Us BRAND-X Readers Would Rather Switch Than Fight!...
Put A Tiger In Your Mind—Read BRAND-X!...
Bothered By Regularity? Insist On BRAND-X!...
Are You Reading More Now But Enjoying It Less? Have A BRAND-X!..

- definitely milder to your taste
- free and easy on the eyes
- will not irritate the mind

Buy these Brand X products, tested in the SICK lab...

Save advertising cost

With Madison Avenue advertising techniques increasing sales all over the country people are beginning to become aware of the enormous power of advertising. And since today, with the tendency towards conformity, people are struggling to retain their individuality. The only way to do this is by advertising yourself—making yourself known so you don't remain obscure in the background. A good way to do this is to follow the popular ads and put these posters in conspicuous places of your neighborhood, as you...

ADVERTISE Yourself

When you want to go someplace— LET US TAKE YOU!

ANGIE THE HACKMAN

FRIENDLY CAB COMPANY

(Also Hostile Cabs, Passionate Cabs, Etc.)

FEATURING A NEW TYPE CAB

Press a button and door opens—
then you get out and take a bus!

BRIGHT CONVERSATION WHILE YOU DRIVE

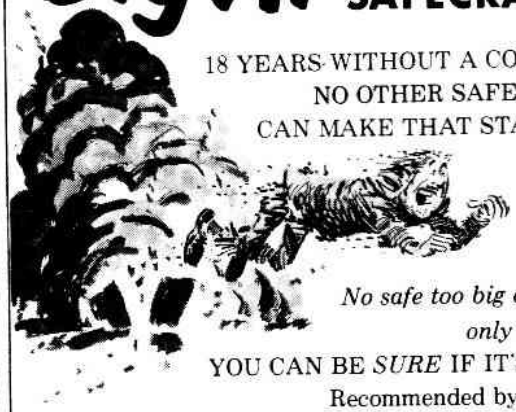
OUR MOTTO *"Don't Stand In Our Way!"*

Don't be HALF-SAFE!

SAFECRACKERS WHO *KNOW* PREFER...

Big Al THE SAFECRACKER

18 YEARS WITHOUT A CONVICTION
NO OTHER SAFECRACKER
CAN MAKE THAT STATEMENT!



No safe too big or too small
only too empty!

YOU CAN BE *SURE* IF IT'S "BIG AL"

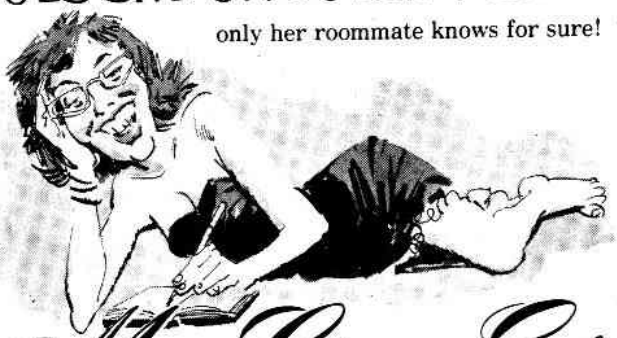
Recommended by The Mafia

Art by Angelo Torres

Script by Paul Laikin

DOES SHE OR DOESN'T SHE?

only her roommate knows for sure!



Miss Claire Erle

THE TOWN'S PROFESSIONAL BLIND DATE

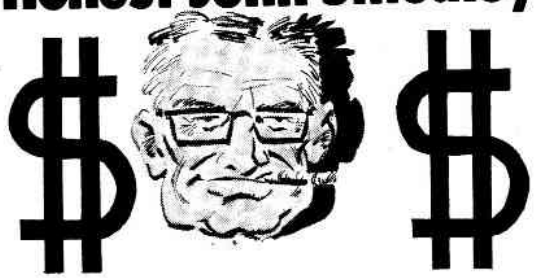
The Best Friend Your Friend Has Ever Had

Cooks, Sews, Cleans, Speaks 5 Languages, Has Job.

Sorry! No Necking Until 3rd Date *NI 9-2384 (after 6)

CLEAN GOVERNMENT IS IMPOSSIBLE!

Elect Honest John Smedley



FOR THE SAME GRAFT AND CORRUPTION
YOU VE BEEN GETTING

GET HIM OFF THE RELIEF ROLES!

Don't just call ANY Cop!

The next time you're in trouble call

FELIX the COP

SCOURGE OF THE UNDERWORLD

14 YEARS OF LAW AND ORDER ON THE WEST SIDE

ON OR OFF DUTY

THE FINEST POLICEMAN THAT MONEY CAN BUY!

No matter where the crime is committed holler for FELIX

AT YOUR NEIGHBORHOOD POLICE STATION —

NO TICKEE? STILL GET WASHEE!

WHEN YOU BRINGEE YOUR SHIRTSEE TO

WONG'S HAND LAUNDRY

(Also Wash Feet, Neck and Back of Ears)

THE BEST FRIEND YOUR SHORTS HAVE EVER HAD!

SAME DAY SERVICE

You bring your laundry in *December 1, 1964*
And you get same back on *December 1, 1965*

SPECIAL RATES FOR WOOLEN SPATS

SHIRTS IRONED WHILE YOU WAIT

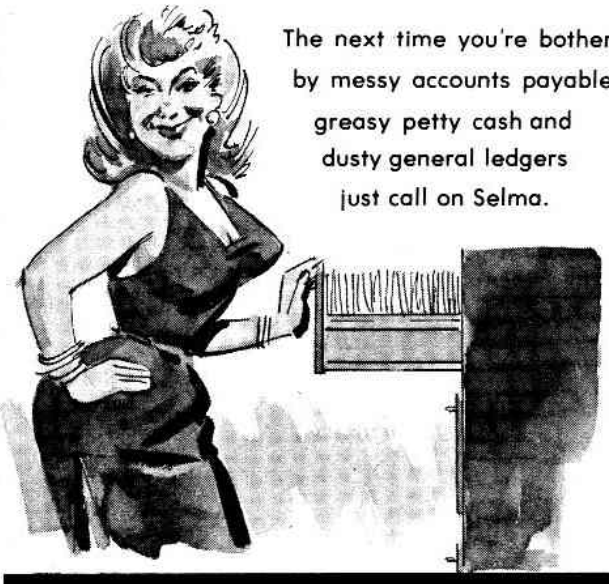
(You Get Nice Sunburn That Way)

Let ME keep your books . . .

(I promise to return them)

SELMA The BOOKKEEPER

(Formerly Selma The File-Clerk)



The next time you're bothered by messy accounts payable, greasy petty cash and dusty general ledgers just call on Selma.

You'll feel perfectly in balance when you do.

(comes with own pencils and washroom key)

You haven't had your molars out—
till they've been taken out by . . .

DENZIL the DENTIST

Leading a Hand-To-Mouth Existence For Fifteen Years

GUARANTEED NOT TO GET ON YOUR NERVES

Come in for a checkup today. If you haven't got a cavity we'll give you one!

SPECIAL FEATURES

4 COLOR X-RAY PICTURES...

EXHORBITANT PRICES...

As long as you're going crazy,
you might as well go crazy with . . .

Dr. Kropotkin

The Painless Psychoanalyst

CONFLICTS
RESOLVED
WHILE YOU WAIT

GETS DEEP INSIDE YOUR PSYCHE AREAS
WHERE THE REAL TROUBLE LIES

WORKS TWICE AS FAST AS MILTOWN TO RELIEVE
MENTAL IRREGULARITY

For mildness to your Id without upsetting your Libido
ask for DR. KROPOTKIN today!

Don't take *any* Waiter!
Insist on

MAXIE THE WAITER

"Service With A Laugh"

ACTS TWICE AS FAST AS ANY OTHER WAITER

Shinier Silverware • Cleaner Plates
• Juicier Pickles • Bigger Tips

The next time you're at the Rialto Delicatessen

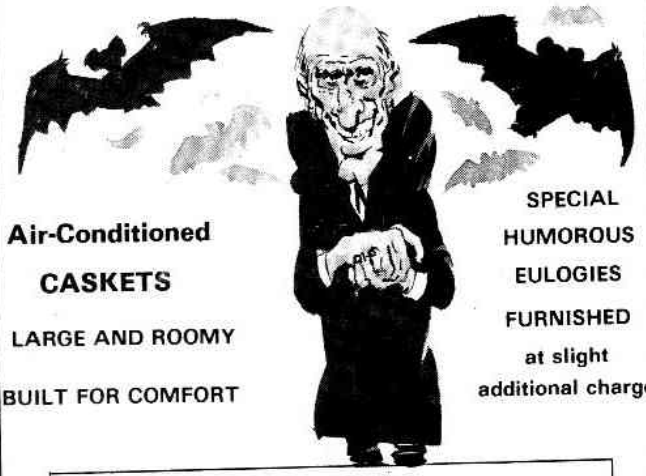
SIT AT A MAXIE TABLE

(Left rear near garbage pails)

You haven't lived until you've been buried by

WALDO

"The Undertaker's Undertaker"



Air-Conditioned
CASKETS
LARGE AND ROOMY
BUILT FOR COMFORT

SPECIAL
HUMOROUS
EULOGIES
FURNISHED
at slight
additional charge

NEVER A DISSATISFIED CUSTOMER BACK TO COMPLAIN

COMPLETE SATISFACTION OR YOUR BODY BACK

Why wait till the last minute? Call Today!

DIE NOW—PAY LATER!

"I dreamed I cleaned house in my maid-in-torn apron!"

LET Clarice **THE MAID**

DO YOUR DIRTY WORK!

Ideal for dusty venetians, dirty floors, greasy furniture and wolfish husbands.

Approved By Good Housekeepers

Nobody picks up garbage like

SEYMOUR

THE GARBAGEMAN

"The Garbageman's Garbageman"

(Contains Chlorophyl)

MAKE SURE *YOUR* GARBAGE
DOESN'T FALL INTO
THE WRONG HANDS

BRING IT IN FROM
OTHER NEIGHBORHOODS

The discriminating garbage-throwers all wait for SEYMOUR

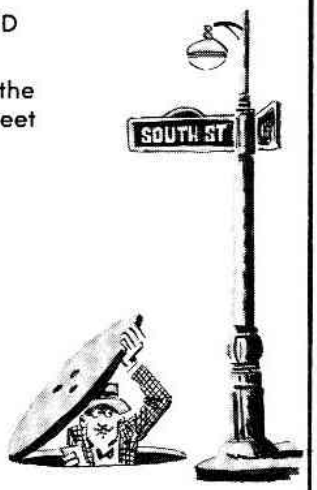
42 YEARS IN THE BUSINESS 42

He Talks, Sleeps & Eats Garbage!

NICKIE the BOOKIE

ANNOUNCES HE HAS MOVED
TO LARGER QUARTERS

now conveniently located on the
Northeast Corner of South Street



PLACE YOUR BETS HERE

THE SKY'S THE LIMIT
Specialist in
Horse Races,
Ball Games,
Cock Fights,
Elections,
Wars, Etc.

PHONE: TW 9-9258

(it's a candy store but they call to the phone)

REMEMBER:

Nickie Pays Good—Like A Good Bookie Should!

BETTER THINGS FOR BETTER LIVING
THRU BETTING HORSES

(Please Do Not Tell The Cops You Saw This Ad)

So free and easy on your throat...

SAM the BARBER

(Formerly SAM THE BUTCHER)

The best friend your head has ever had!

SHAVES WHILE YOU WAIT

THE HOTTEST TOWEL IN TOWN

LIGHT, GAY, *CLEAN* CONVERSATION

(Sorry, no politics!)

BRING IN YOUR HEAD TODAY FOR A FREE ESTIMATE

HIS MASTER'S VOICE

ALEX

THE "I-CASH-CLOTHES" MAN

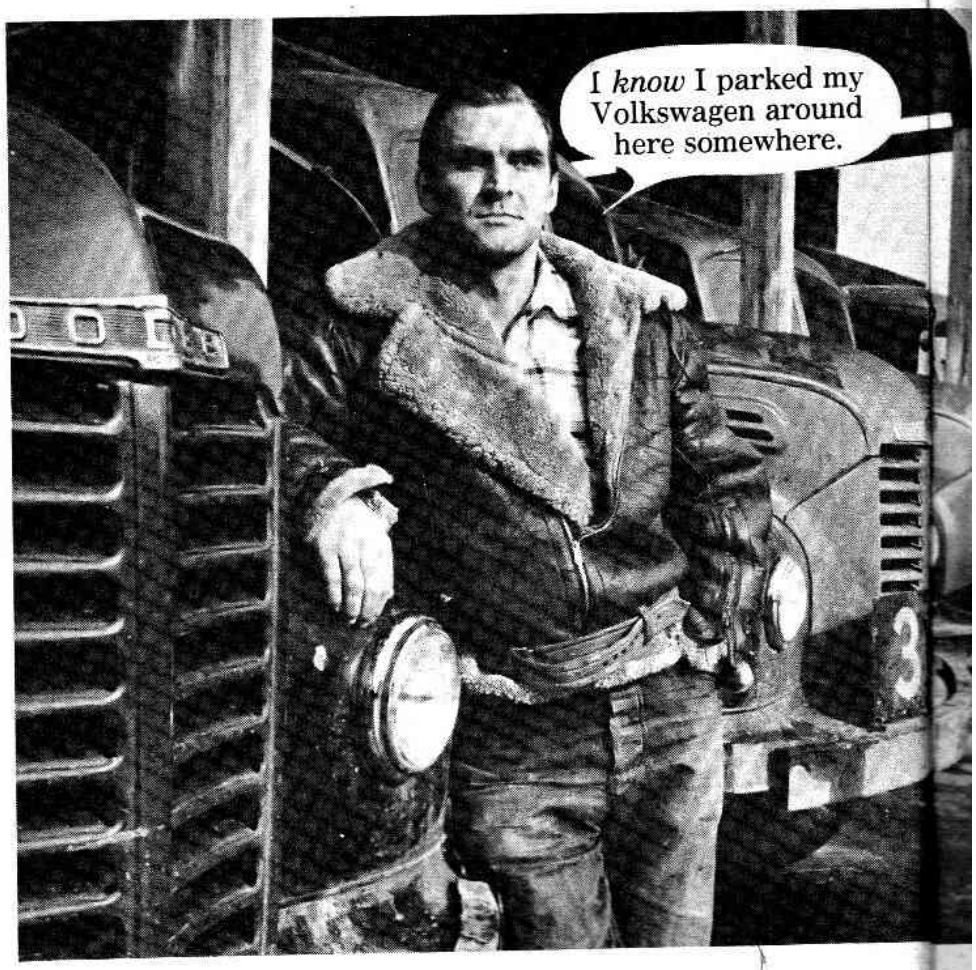
ANSWER WHEN HE HOLLERS UP

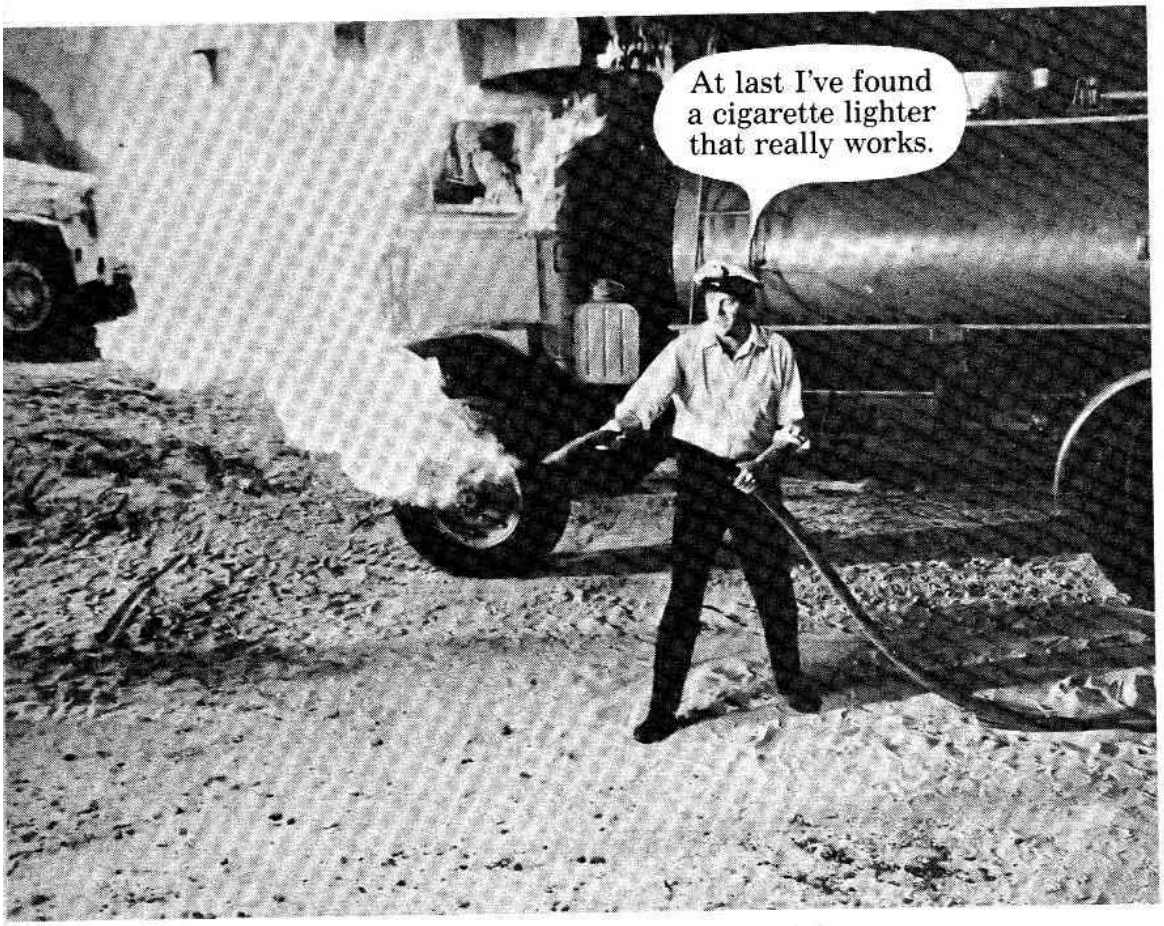
...YOU'LL BE *SO-O-O* GLAD YOU DID!

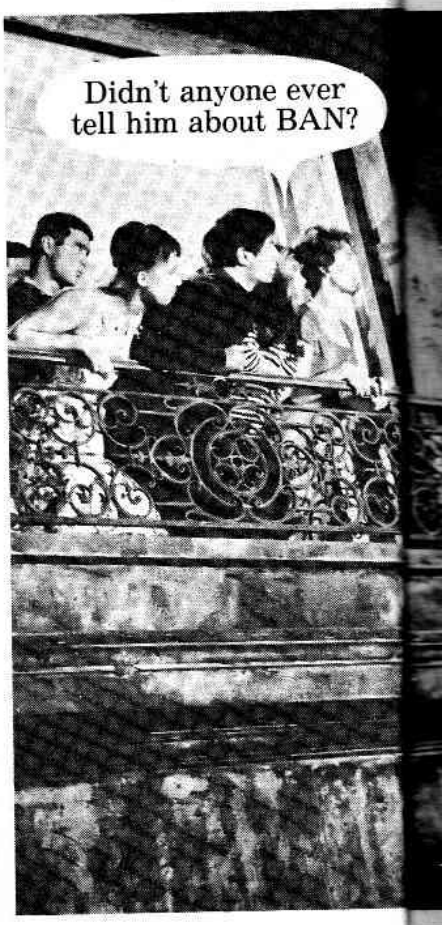
(Please Tell Your Friends About This Ad)

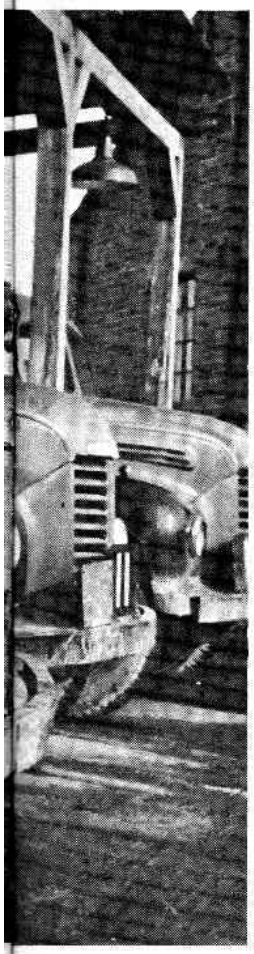
Look Who's Talking

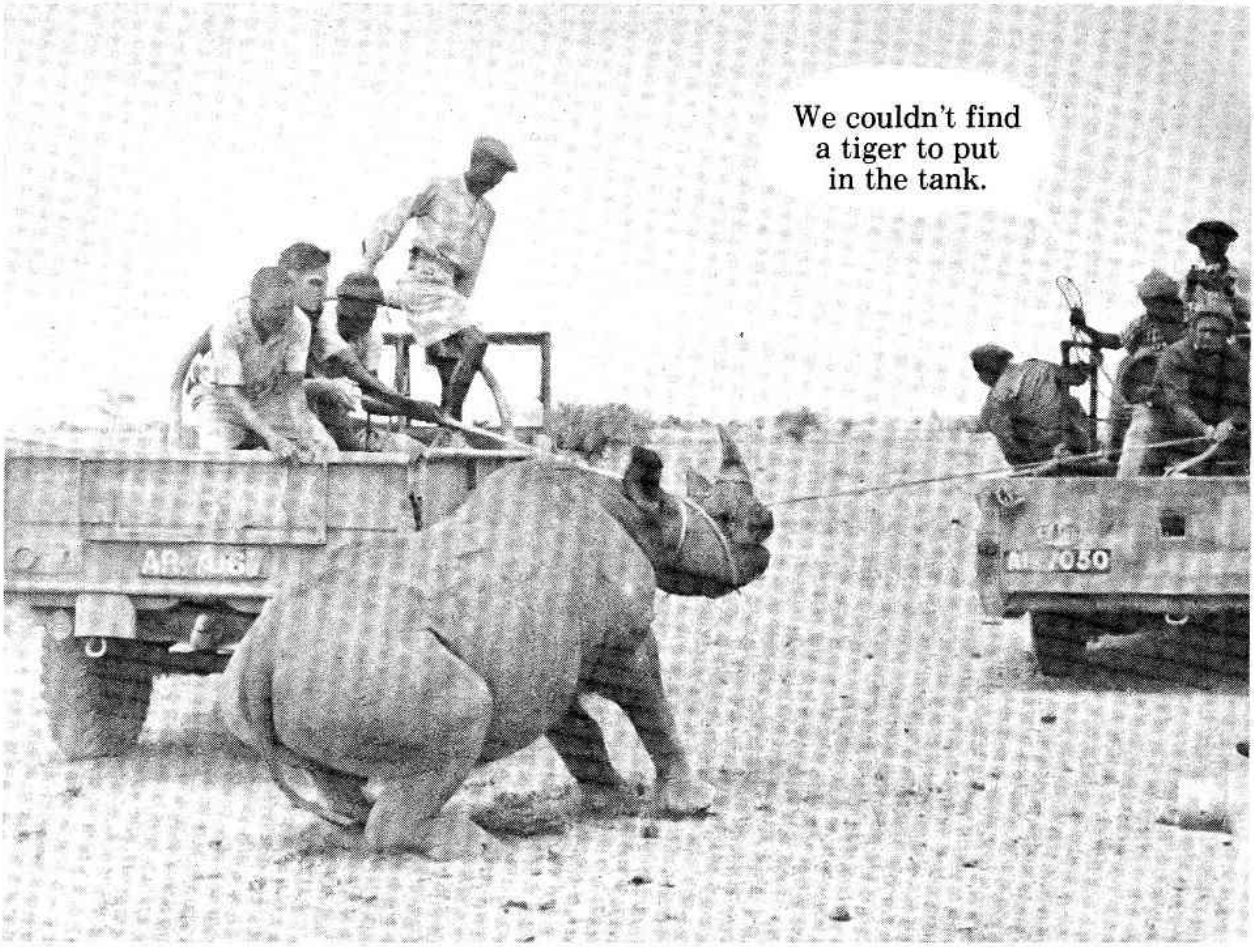
...This month it's our man from the agency, Ernest Gruenebaum, who feels that movies could double their income by plugging commercial products in the story lines. The way Ernest explained it to us, even if it doesn't work out for Hollywood, he's got something going for him in these

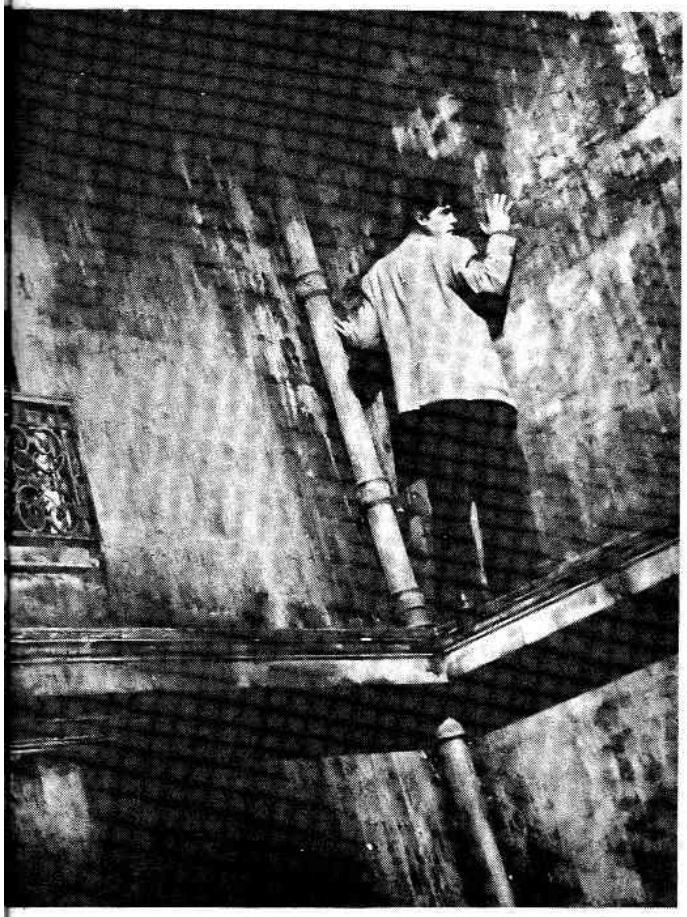









We couldn't find a tiger to put in the tank.



Don't do it, Mr. Smith...The cough drop business will get better.

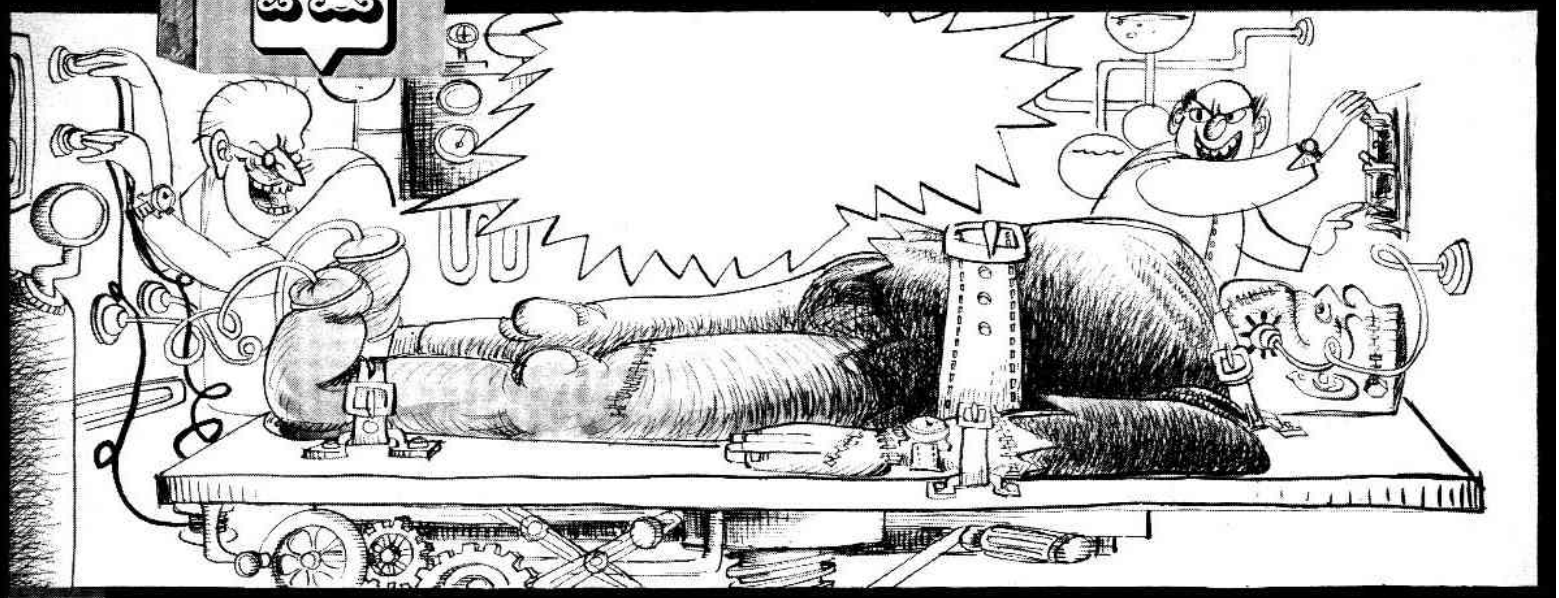
Have you tried Head and Shoulders?

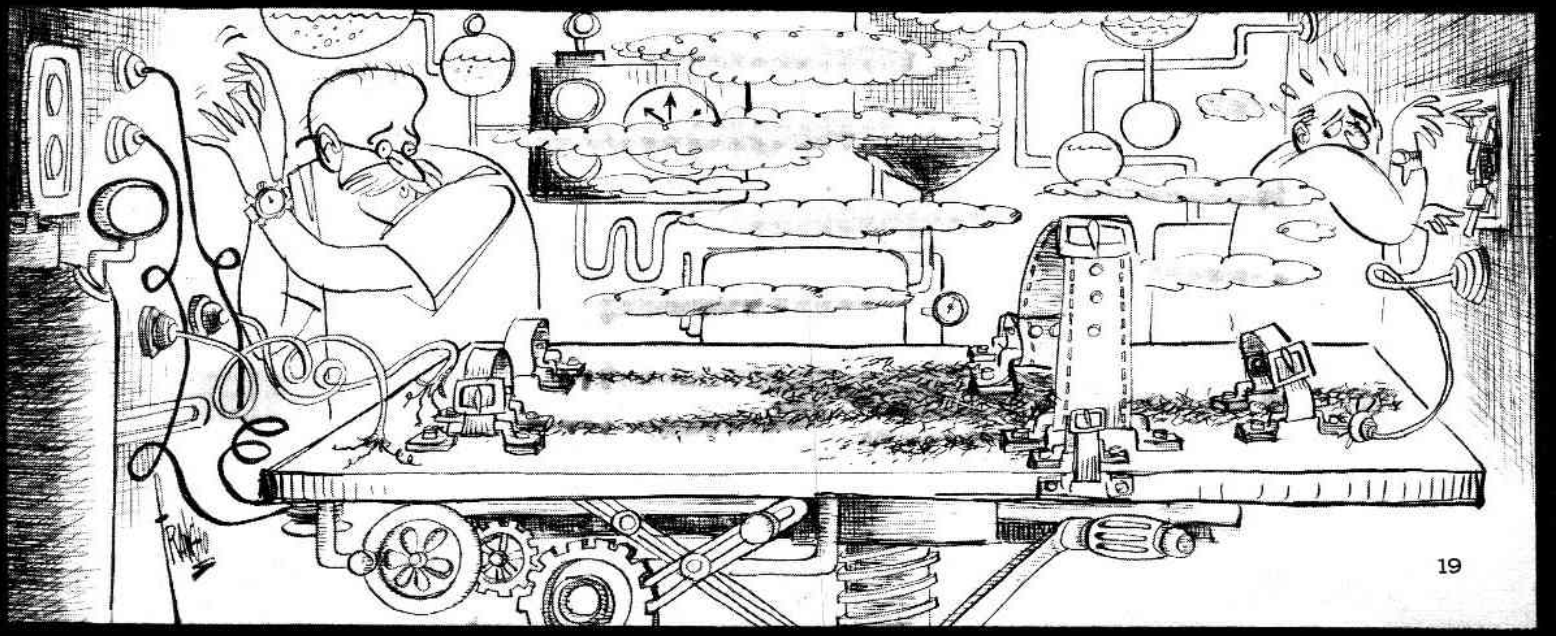
What if my husband found out that my hairdresser knows for sure?

Would you believe it, I have a cold.

You're right— Certs IS a candy mint...

MONSTER





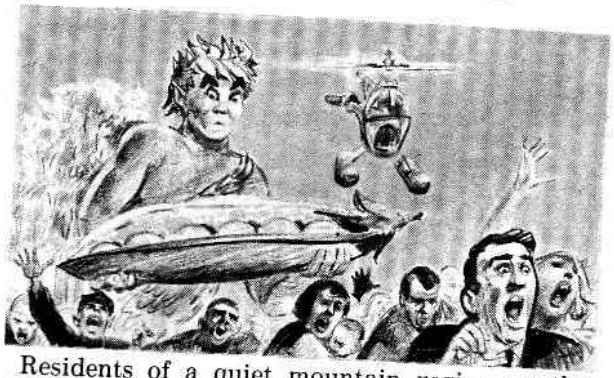
ARREST ACTOR IMPERSONATING WASHER REPAIRMAN

He Had A Lot Of Dash, Victims Say

A man who admitted under questioning that he was a free-lance TV actor was held without bail today after numerous complaints that he had terrorized housewives by entering their homes, always when the husbands were at work, claiming to be a washer repairman. The man, a gruff-looking hoodlum-type, did manage to fix a few machines, but he was nevertheless taken to Bellevue for observation. "He certainly had a lot of dash," was the unanimous comment of his victims.

GREEN GIANT TERRORIZES COUNTRYSIDE

Came From Valley Say Residents



Residents of a quiet mountain region on the outskirts of town today were in a state of sheer panic amid reports that a huge terrifying giant was loose and roaming the local hillside. An auxilliary police unit was immediately dispatched to locate the monster who apparently came from the valley below. The creature was heard to sing in a grotesque booming voice and is believed to subsist on packaged vegetables as hundreds of empty cans were discovered strewn about the area.

HEADLINES

It has long been known in America that income from advertisers and not money taken in from circulation supports our daily newspapers. Without the ads you see between the news items your favorite paper would cease to exist. It's only fair then that newspapers should give their Madison Avenue backers a break once in a while and run front-page stories with free plugs to advertisers. They could do this by combining their usual sensationalism with true everyday accounts, coming up with these...

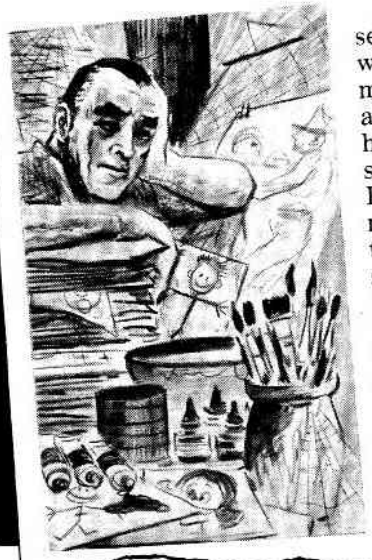
TIGER REPORTED IN MOTORIST'S CAR

Esso Man Arrested In Hoax

An unidentified motorist was in the hospital today after a freak highway accident just outside of town. Police say the man had just filled up with gas and was driving off when the Esso attendant shouted to him, "we put a tiger in your tank!" Whereupon the motorist suddenly screamed and went berserk, according to eyewitnesses, losing control of the car and crashing into a nearby Howard Johnson's window. The Esso attendant was taken into custody after a search inside the car revealed it was a hoax.

MASSIVE SEARCH BY FAMOUS ARTISTS PROVES FRUITLESS

Still Looking For Someone Who Can Draw



After years of frantic searching all over the world, a school of famous artists today has all but abandoned its hope of ever finding someone who can draw. Despite wide-scale promotion they have yet to uncover such a person or persons. They are now making a final plea to readers everywhere. If you have, or know of any other person who has artistic ability, you are urged to contact these people in Westport, Connecticut, for further information.

KNIGHT ON WHITE CHARGER RUNS AMOK IN SUBURBIA

Armed With Long Blunt Weapon

An unknown psychopath dressed as a knight and riding a huge white stallion terrorized the inhabitants of a peaceful suburban community here today by running amok on at least a dozen front lawns. He was reported to be carrying a large lethal spear with which he allegedly jabbed several of the townspeople. Authorities believe this spear carries some sort of deadly chemical as reports say it obliterated foreign particles on the clothing of the victims leaving them with an eerie glow.

MAN DIES FROM FALL DURING TWA FLIGHT

Walked Out On Movie

A bizarre accident shocked the nation today as the first man ever to perish as a result of TWA's new flight policy. It seems he was on Flight 86 from New York to Lisbon and was watching a movie enroute when, as horrified passengers recall, he absentmindedly decided to walk out. FBI agents are still searching the area around the Aleutian Islands for his remains. An airlines official said it was withdrawing the movie, "The Horn Blows at Midnight" from its itinerary.

FROM MADISON AVENUE

MAN NEAR DEATH FROM OVERDAB OF BRYLCREME

Ad Agency Insists He Was Warned

A young man, whose name is being withheld pending notification of next of kin, was in critical condition in a nearby hospital today after accidentally rubbing twelve dabs of Brylcreme into his scalp. The advertising agency which handles the promotion for the potent hair tonic has repeatedly warned that a little dab will do you, a spokesman insisted to reporters. Three gorgeous girls are being held on suspicion.

PROMISED GIRL EVERYTHING GAVE HER ARPEGE; SHOT

"Did It And I'm Glad" Sobs Redhead

A shapely young redhead who wouldn't give her name was taken into custody last night after neighbors heard scuffling in her apartment and called the police. When detectives broke in they found her standing over her lover's wounded body, still holding the smoking revolver. "He promised me everything," she sobbed, "and all I got was a lousy bottle of Arpege." She was taken to the Women's House of Detention still shouting that she wasn't sorry about the shooting.

MAN HURTLES FROM SPACE AND LANDS ATOP CAR

"Hurts!" He Screams In Pain

In the middle of a busy street corner early today passersby shrieked in horror as they looked up to see a man descending upon them from the sky. It appears that he had fallen or was pushed from high above. Fortunately there was a convertible car underneath with the top down and he landed squarely atop the cushioned seat. An ambulance was quickly summoned as he kept yelling, "Hurts! Hurts!" as if in great pain while being led away for psychiatric observation.

UNDERDOG WINS IN YEAR'S BIGGEST RACE UPSET

Bufferin Beats Aspirin 2 To 1

In one of the biggest upsets of modern times Bufferin beat out Aspirin and several other well-known entries in the field with a fantastic race to the finish before millions of viewers. Aspirin had been favored to win because it had been around longer and presumably had more going for it. The newcomer Bufferin was a late starter but managed to overcome the rest by a sizzling two-to-one lead. In last place was Bromo which turned out to be a complete fizz.

CIGARETTE SMOKERS ARRESTED IN VIOLENT STREET BRAWL

Rather Fight Than Switch, They Shout

Police rounded up a group of people late last night engaged in a tremendous brawl on the West Side of town. As the participants were carted away they began chanting that they would rather fight than switch. Each of them was smoking a cigarette at the time and detectives are working on the theory it may be marijuana. "What else could have caused such violence in otherwise respectable citizens," one officer was quoted as saying. There were no serious injuries except for a prevalence of black eyes.

GIRL WEARING BRA NABBED FOR INDECENT EXPOSURE

"It's All A Dream" She Claims

A shapely young brunette who gave her occupation as "model" was picked up by Vice Squad plainclothesmen late yesterday on complaints that she was parading down the main thoroughfare without a blouse on and exposing her bra. The girl, a 34-22-34 charmer, insisted she was sleepwalking and having a dream at the time. Detectives are skeptical but are checking out her story. Meanwhile she was released in $5000 bail put up by the Maidenform people.

L'IL OL' WINEMAKER FOUND DRUNK AND DISORDERLY

Massive Orgy Revealed In Bavaria

Undercover agents today broke up what was purported to be "the most revolting orgy ever encountered in the Bavarian Alps." They promptly arrested a group of men and women all parading about in bizarre costumes, guzzling wine by the bottle and generally cavorting about in a disgusting fashion. The ringleader, described as a "fat little man with glasses and an obscene look," was booked on a drunk and disorderly charge. It was he who started the whole thing, police say.

WHITE TORNADO STRIKES HUNDREDS IN RURAL AREAS

Housewives Flee From Kitchens

Huge gusts of winds described by observers as a full-fledged tornado sent scores of housewives running for their lives late yesterday as it appeared that only the kitchens of middle-class homes were attacked. Rumor has it that this unnatural weather change is a result of secret Russian nuclear tests which are disturbing our atmosphere. The mystery blast left everything in its wake sparkling white. Leading scientists were quickly summoned to the scene.

AVON REPRESENTATIVE DISAPPEARS INSIDE HOME

Seen Going In But Not Coming Out

An attractive brunette cosmetics saleslady walked to the door of a fashionable rural home yesterday, rang the musical chimes and went inside. She has not been seen since. A suspicious neighbor who viewed the incident summoned police. Authorities are looking for the woman and the missing bachelor who owned the house. "It was bound to happen sooner or later," said the elderly woman neighbor, "letting those nice young ladies go into strange homes like that."

INCREDIBLE LIVING BRA DIES

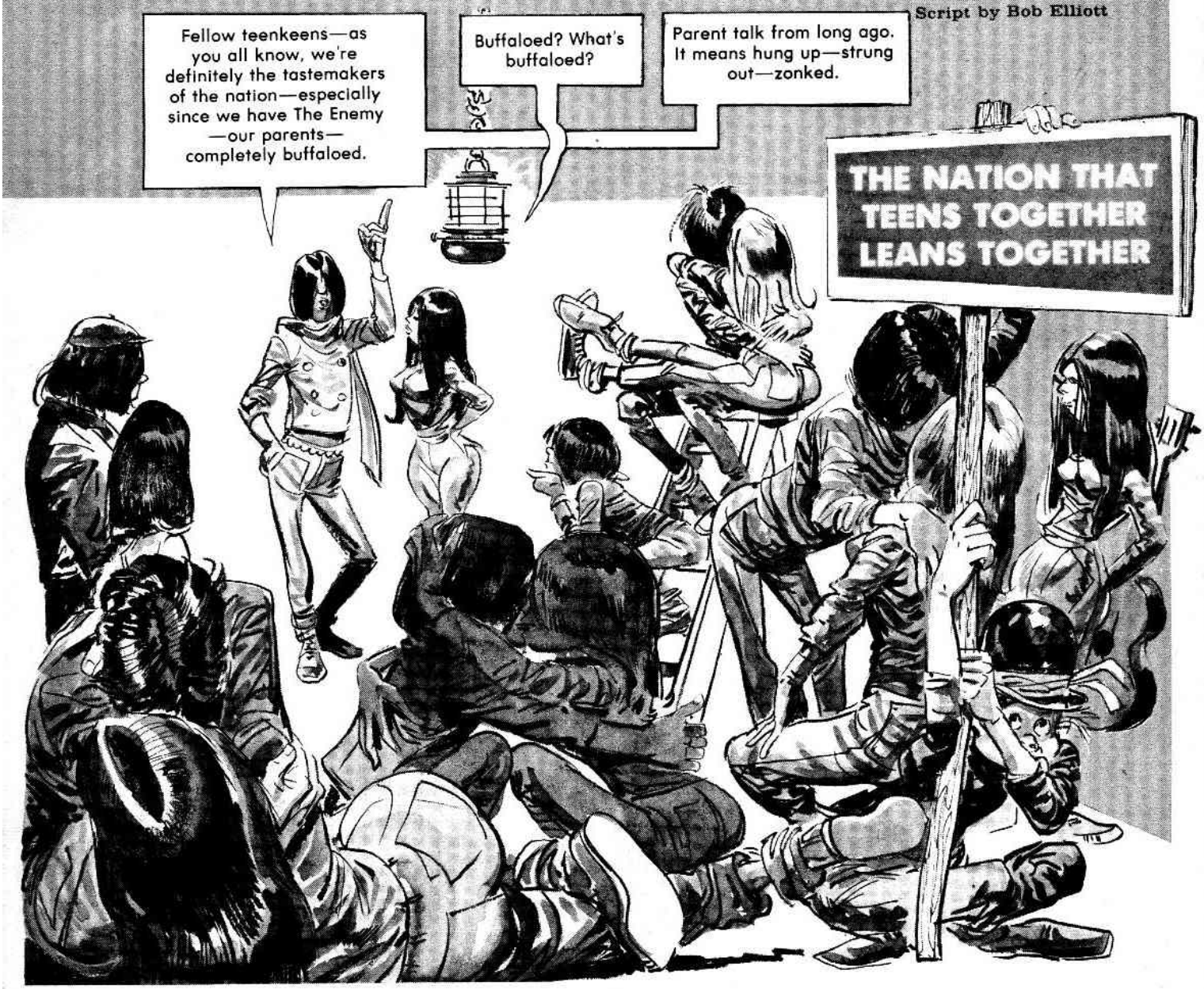
Mangled To Death In Faulty Washer Machine, Autopsy Reveals

Funeral services were being held today for the Incredible Living Bra, a member of the Playtex Family, killed accidentally yesterday morning inside a damaged washer machine. The mangled remains were discovered by an unidentified housewife who stumbled upon it lodged between two metal wringers in the rinsing cycle. "It was just beaten to death," she sobbed incoherently, "and it was so young." The family was still debating whether there will be an interment or cremation.

THE SNeAKeR SeT

A CONTINUING STORY

Art by Jack Sparling
Script by Bob Elliott



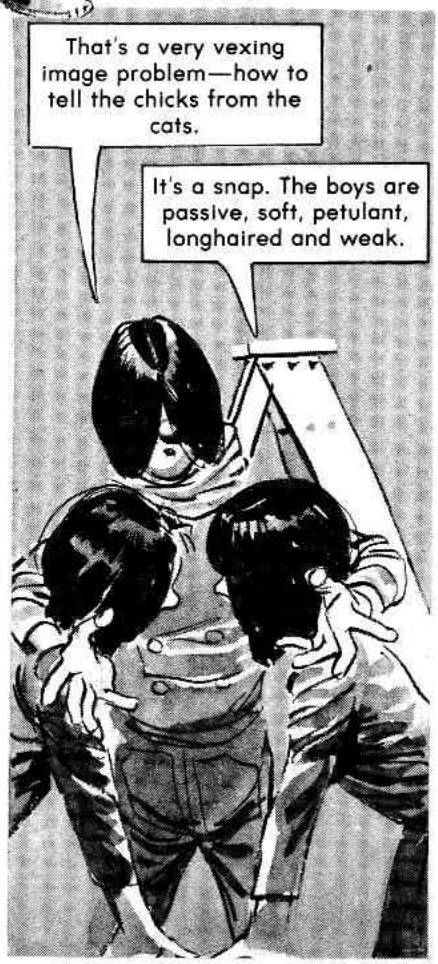
IN THE LAST INSTALLMENT, WE LEFT SEAN AND DEIRDRE ON THEIR WAY TO A POLICY MEETING AT THE KED KLUB, RENDEZVOUS OF THE TASTE-MAKING SNEAKER SET. THEIR PARENTS—LIKE ALL NORMAL, SQUARE PARENTS—ARE WORRIED, BECAUSE THEY HAVE HEARD THE UGLY GOSSIP ABOUT IRMGARD'S NEW HAIRDO, AND THE SUSPICIOUS WAY BIFF BIXBY, BOY DRESS DESIGNER, HAS BEEN ACTING AROUND SAM TIURF, TEENAGE FRUIT MERCHANT. ARE THEIR SUSPICIONS WELL FOUNDED, OR JUST TRUE?

IF THEIR PARENTS HAD BEEN SMART, AND HAD HAD SEAN'S CLASS RING BUGGED, HERE'S WHAT THEY WOULD HAVE HEARD AS WE CREEP UP ON THE SECOND INSTALLMENT OF THIS SUDSY OPERA FOR TEEN KEENS —

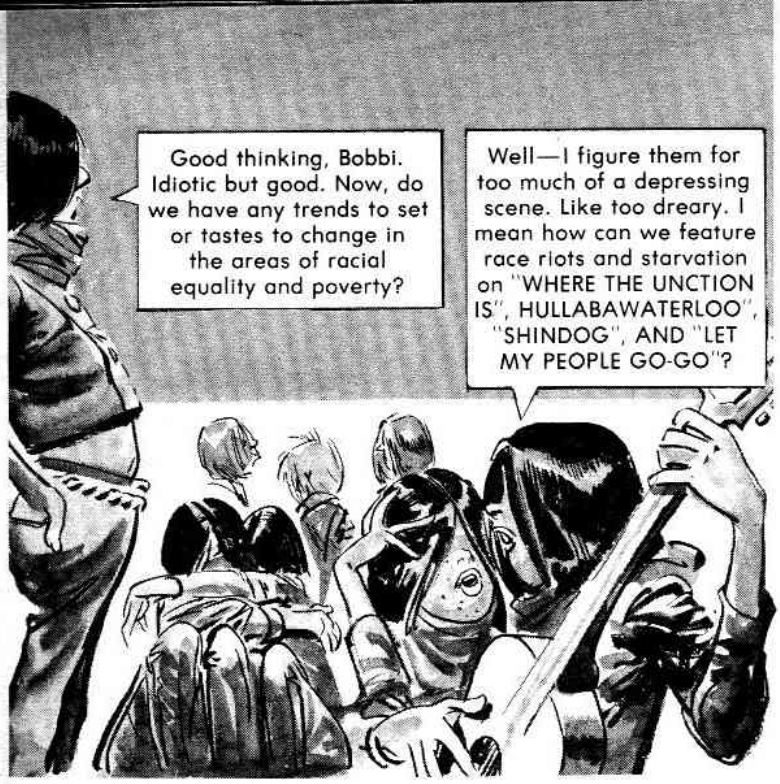
First thing on the agenda, we must set a new fashion in music today—a trend that will sweep the nation, make stars out of no-talent kids, and become obsolete by next Tuesday. Any ideas Chuck?
I think we oughta delve into our past and revive the march, along with related dance forms.

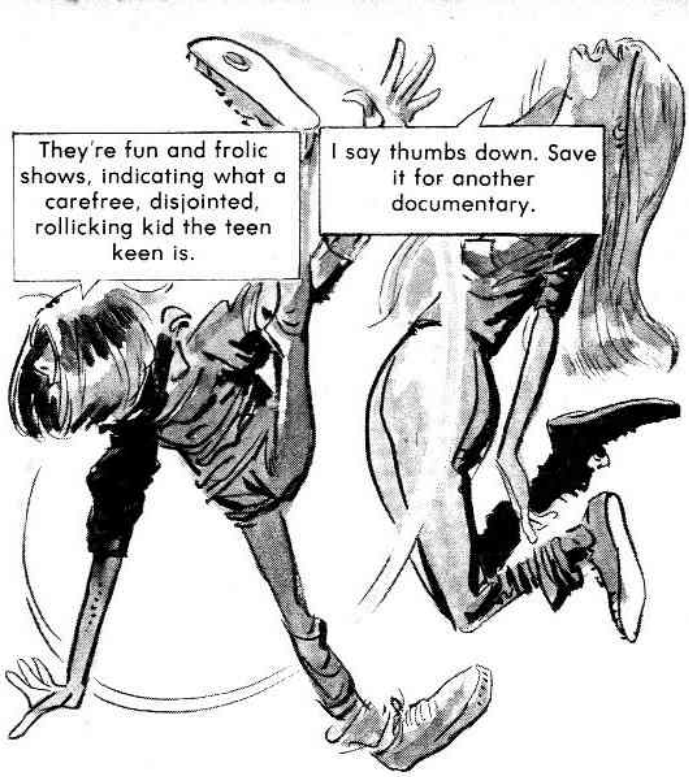
Like I choreographed a new dance, The Jerky Perky that goes swell with The Stars and Stripes. You dance it five minutes and you're in the hospital for a week.
I see. An elimination dance. Sounds good.

How about you, Bobby.
Sorry, Bobby. I meant Bobbi—with an "I". Female type.
Who's to know, the way we masculine guys wear our hair?


That's a very vexing image problem—how to tell the chicks from the cats.
It's a snap. The boys are passive, soft, petulant, longhaired and weak.

The girls are tough, aggressive, domineering, and make more money than the boys.
All you gotta do is dictate that the boys wear dresses and the girls wear Ivy suits, and you got it licked.

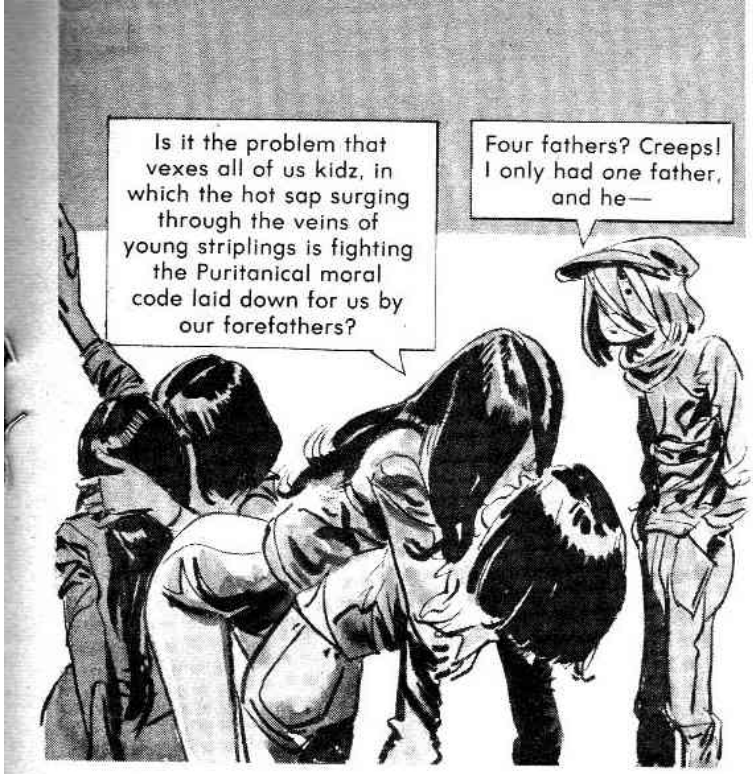


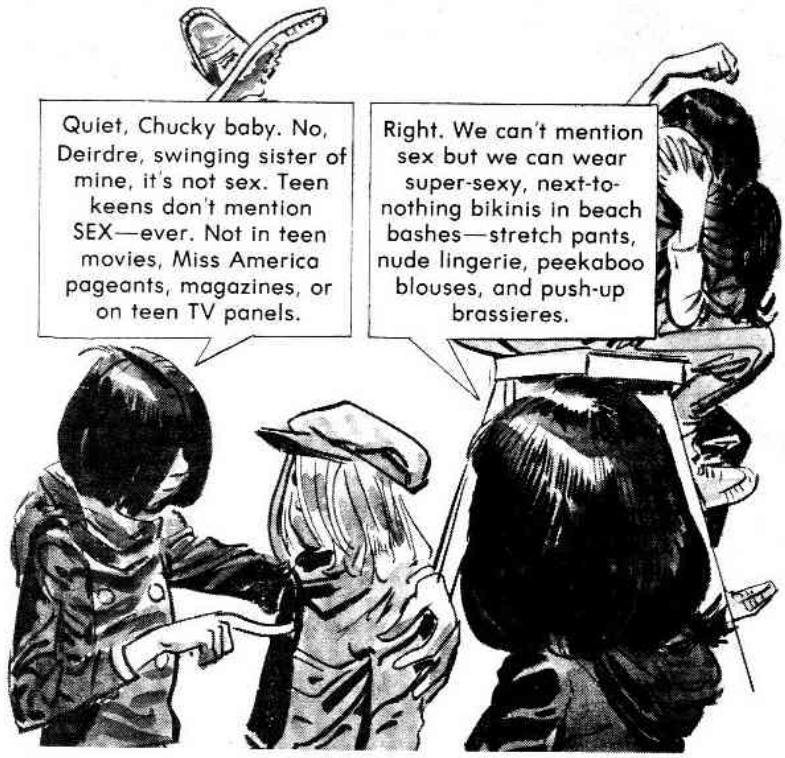


Typical teen thinking, Speedy. Not good, but typical. Now—any thoughts on our habits, hopes, and influences on society? Anything we can blow up all out of proportion to hog newspaper space?

Something that will make our parents throw up their hands—and lunch—in despair?

Frankly, I think we're out in front. We're considered a revolutionary group, especially with the help of gangs like the Berkely Misfits. Only one thing bugs me, personal-wise.


Is it the problem that vexes all of us kidz, in which the hot sap surging through the veins of young striplings is fighting the Puritanical moral code laid down for us by our forefathers?
Four fathers? Creeps! I only had *one* father, and he—


Quiet, Chucky baby. No, Deirdre, swinging sister of mine, it's not sex. Teen keens don't mention SEX—ever. Not in teen movies, Miss America pageants, magazines, or on teen TV panels.
Right. We can't mention sex but we can wear super-sexy, next-to-nothing bikinis in beach bashes—stretch pants, nude lingerie, peekaboo blouses, and push-up brassieres.

And we girls can dress sexy, too.

I'm glad we got *that* straightened out. Now—back to what vexes me, kidz.
WHAT IS IT, SEAN BABY?
WHAT INDEED? AND WHY IS SEAN ACTING SO NERVOUSLY AS HE GLANCES AT HELEN, WHO IS WINKING AT DEIRDRE? WHAT IS MARK TRYING TO CONCEAL BEHIND THE BOOKCASE, AND WHAT IS ANGIE TRYING TO HIDE BEHIND MARK? DID MONA REALLY BUY STOCK IN A MYSTERIOUS JAPANESE COMPANY THAT MAKES SWITCH BLADE SWITCHES?
DON'T FAIL TO TUNE IN ON THE NEXT INSTALLMENT OF SNEAKER SET, TEEN FANS. THERE'LL BE A CRISIS IN THE LAVATORY FOR NIKKI, A SHOWER CAP WITH LIPSTICK ON IT IN GEORGE'S SHOWER, A SMUGGLED BALE OF COTTON FOR KINDLY DR. LECH, AND BOOBI'S PARENTS COME FACE TO FACE WITH TRIXIE GORTON, THE CAMPUS WIDOW, FOR A SHOWDOWN.

HOW TO UNDRESS FOR THE CINEMA

Movies are better than ever. Well, at least they are barer than ever.

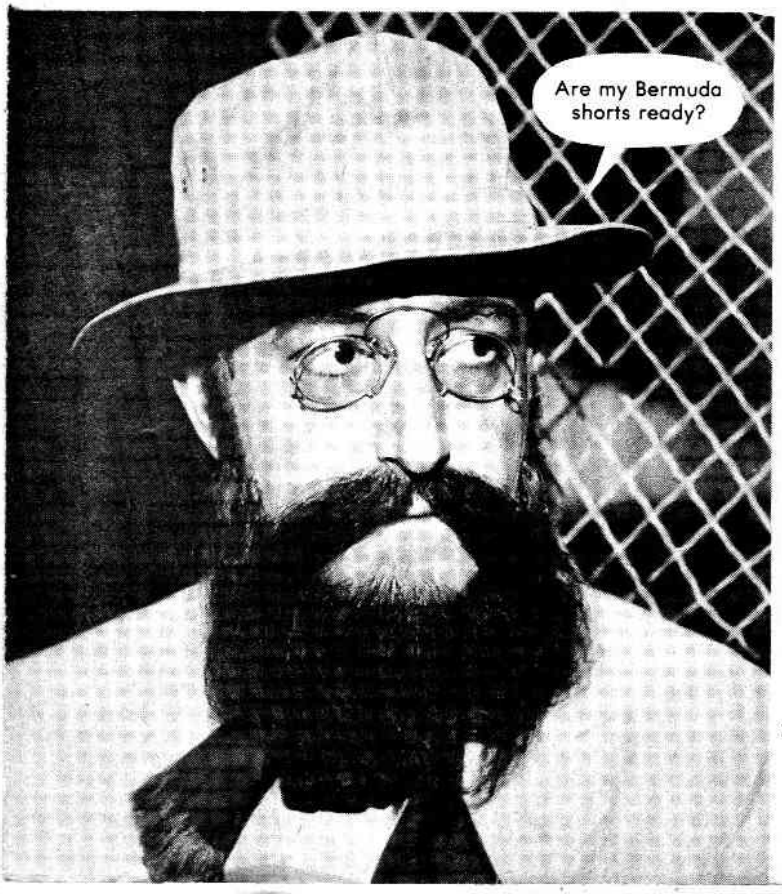
Writer Murray Schumach has written on nudity, asking, "Is movie nudity art or obscenity?" Well, it's all in the way you look at it. To get the bare facts, SICK threatened to fire any writer who used "bare facts" in this expose!

Next, we had our staff play poker to decide who would do the story. The loser would be dressed for the assignment.

Our reporter visited Camp Sunshine, a nudist camp set from the movie, "A Shot In The Dark."

The movie at first was thought to be about an alcoholic who drank in the closet so his wife wouldn't catch him.

But that was not the case. "A Shot In The Dark" turned out to be about a detective trying to solve a murder case. Enticing Blonde Elke Sommer is a murder suspect, in addition to being a practicing nudist. Actually, she doesn't need any practice. Peter Sellers plays a stupid policeman, Inspector Clouseau. Sellers is chasing Sommer because he thinks she'll lead him to a killer. Sellers is looking for the body, also. And he'd just as soon look for Elke's body as anyone else's.



He follows her to Camp Sunshine where they make him take off everything but his moustache. Then he follows Miss Sommer. It seems he likes Elke and her elk.

What should happen, but this. Someone is killed in the nudist camp. (The killer must have used a concealed weapon. In a previous case Sellers found a man with a knife in his back and arrested him for carrying a concealed weapon.)

BRAND X MOVIE SECTION

by Jim Atkins

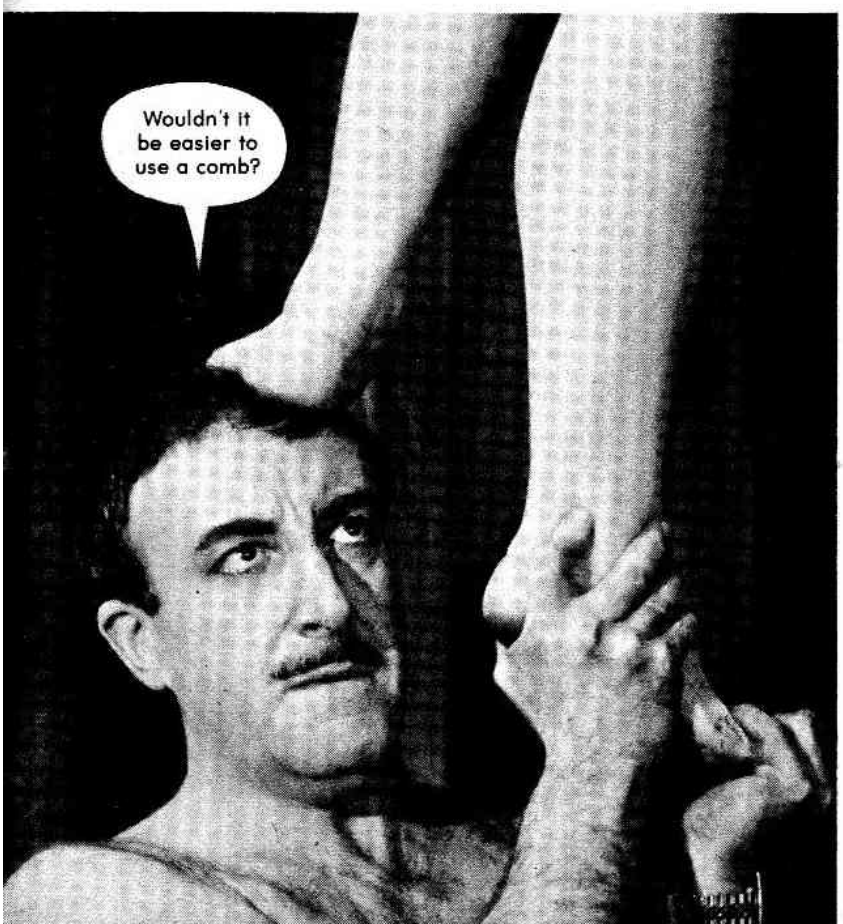
Sellers next helps Elke escape from the police. They always want to arrest her, no matter who is killed. The escape scene is interesting from a psychological point of view. Sellers and Sommer are too rushed to dress and they drive off with nothing on but the motor.

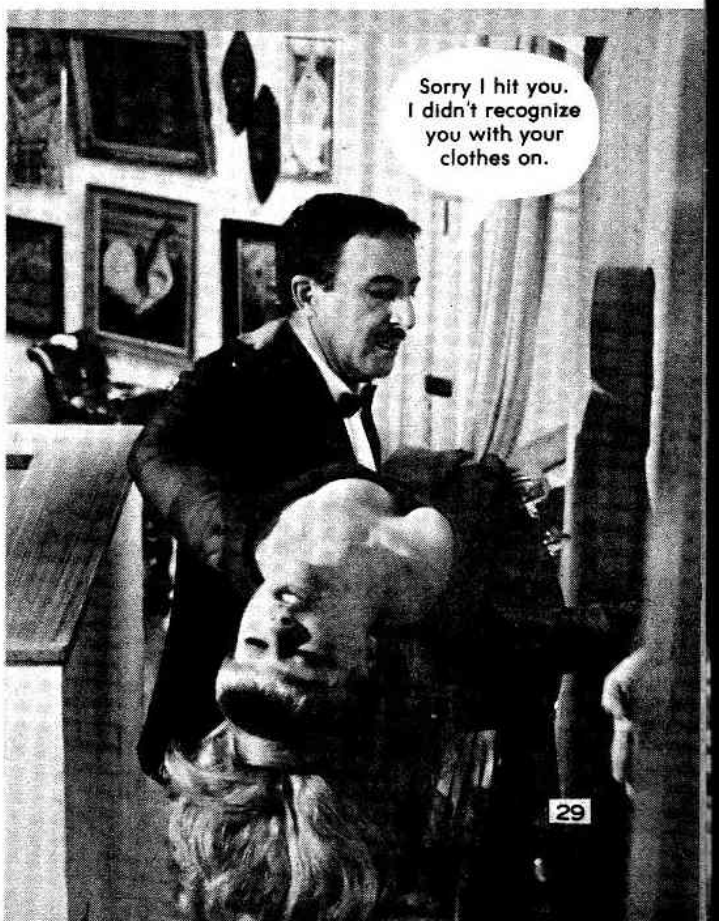
As they drive through Paris, Elke becomes one of the city's scenic sights. The police should have arrested Elke for enticing...for enticing a riot. But they still seem obsessed with that murder rap.

Actually, when the film was first shot, Miss Sommer wore one piece of a two-piece bathing suit. But the censors made her take it off because it was too revealing.

In our research we found one place where the people wear nothing but a watch during the summer. Where? On their wrist.

Speaking of Sommer, how do actresses feel about posing in the nude? They say they get used to it.





BRAND X MOVIE SECTION

Movie Producer Elia Kazan used a famous nude scene in "Splendor In The Grass." It featured Natalie Wood running down a short hallway following a bath. We thought it was an unrealistic scene. What was a bath doing running down a hallway?

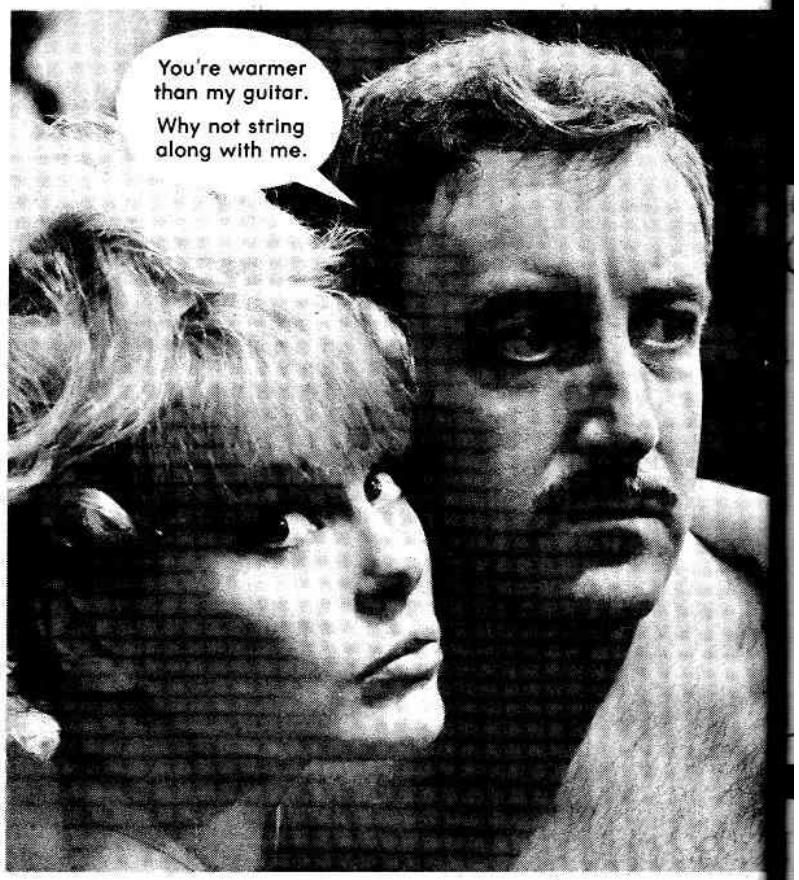
Kazan thought it was realistic and said he made the nude scene because he thought it was the honest way and not just a promotion stunt. He said he was trying to stress hysteria. The scene did make some men hysterical. It was pretty hysterical, a nude director. Things got worse, or better. One assistant director yelled, "Take one!" And Miss Wood took another bath.

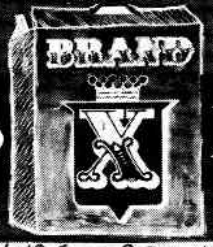
We guess this is as good a time as any to mention low decolletages and clinging dresses. We just thought we'd mention it.

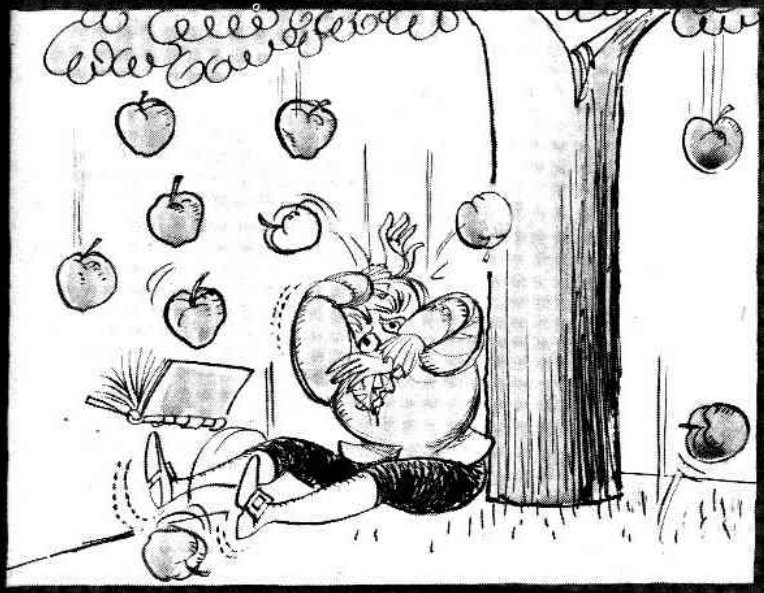
Carol Baker has been taking top honors as the nudest star in Hollywood. She was in "The Carpetbaggers." That means she carried a carpetbag to keep her clothes in. She seldom wore them.

You want some more names of beautiful girls. Well, there's Lana Turner, Kim Novak and Jayne Mansfield, and they always fit their parts. Just thought we'd mention them.

Our investigation shows that nudity is sure to be seen more and more in the movies. The censors want them to cut it out. We aren't sure if all this nudity will be good or bad for the morals of America, but we will continue our research and keep you abreast of any changes,



NEWTON'S  LAW



BRAND X PUBLICATIONS

A look at men's adventure magazines shows that they're all filled with spectacular tales of daring exploits and superhuman deeds. On the other hand, women's magazines have specialized, appealing to particular interests of women. Why then, don't the men's magazines also try to specialize? They could keep their same sensationalized formats but there would be more personalized identification. All interests could be represented and chances are this would increase sales. To show you what we mean, here are several ideas for...

Specialized ADVENTURE MAGAZINES FOR SPECIALIZED READERS

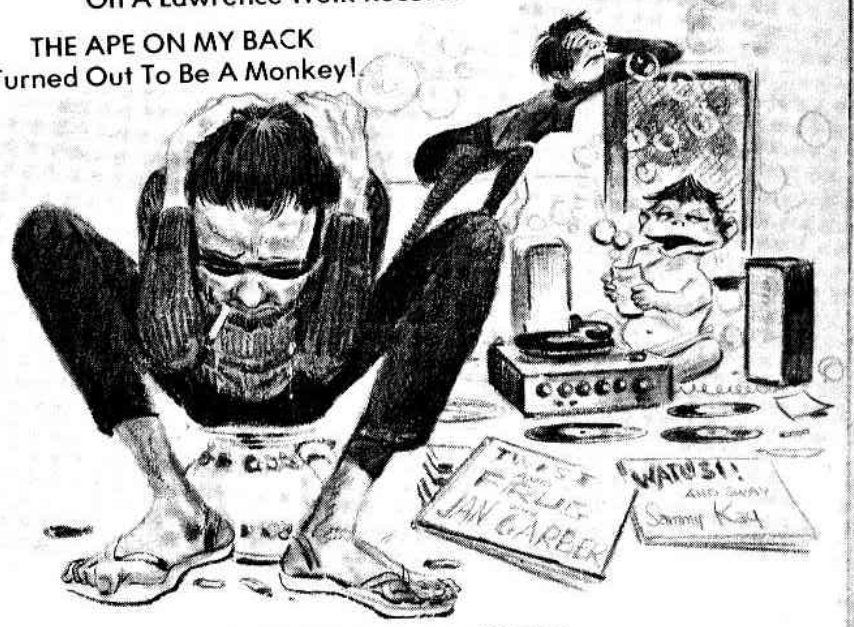
BRAND X

INGREDIENTS: ARTIFICIAL PARODY, DILUTED WHIMSY, BITTER SATIRE, PURE HOKUM, and CORNBALL EXTRACTS

Beatniks SAGA

I KEPT HEARING THESE AGONIZING SOUNDS
On A Lawrence Welk Record!

THE APE ON MY BACK
Turned Out To Be A Monkey!



THAT HORRIBLE NIGHT IN SCALDING WATERS
When I Had To Take A Bath!

• • • • • •

I ALMOST CHOKED TO DEATH
On My Beard And Goatee!

• • • • • •

TEN TERRIFYING HOURS IN A DARK ALLEY
When My Connection Didn't Show Up!

• • • • • •

THE BLOODY MESS ON THE FLOOR WAS ME
I Was Tired And Just Sacked Out!

THE DIRTIEST BEAT CHICKS ON THE SCENE

DIRTY POOL SHOOTERS

I Told My Mother I Was Going To The Pool Room
— And She Said To Take Along A Bathing Suit!

Tips To Players:
NEVER GET HUSTLED BY A GUY NAMED FATS

THE NIGHT I COULDN'T WIN FOR LOVE OR MONEY
And Believe Me I Tried Both!

PROFILE OF SHARKEY McGURK:
A Man Who Racks Balls For A Living

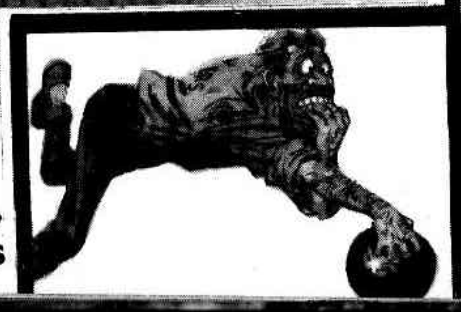
I MADE THE 4-BALL THE HARD WAY
It Landed In My Vest Pocket!

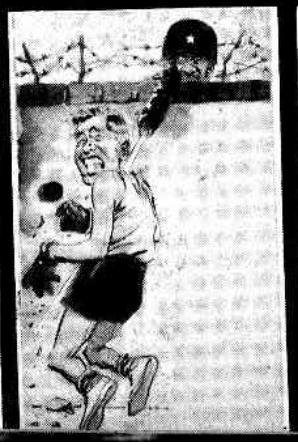
WHAT IT'S LIKE TO BE BEHIND THE 8-BALL

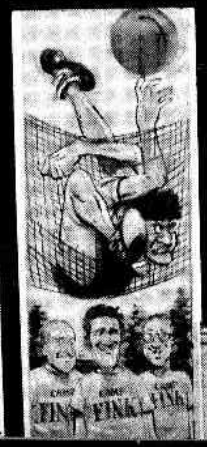
No Wonder I Couldn't Sink Any Balls
IT WAS A BILLIARD TABLE!

101 THINGS YOU CAN DO WITH A CUE STICK

The 1966 ALL-AMERICA TEAM of Pool Room Hustlers







PLUS OTHER DIRTY GAMES

TRUE ALCOHOLICS

I WAS IMPRISONED IN A MILK TRUCK
My Most Horrible Nightmare!

BLOODY MARY & THE PINK LADY
Went Down The Hatch!

I FOUGHT SNAKES AND SPIDERS
In The Wino Ward At Bellevue!

THE MIXUP THAT ALMOST KILLED ME
Vodka And Cod-Liver-Oil!

I STAGGERED HOME IN AGONY
From The Corner Saloon!

AFTER SHAVE LOTION, WHAT?
A Poor Alcoholic's Lament:

SPECIAL LUSH PINUPS FROM SALOON SOCIETY

Daring HYPOCHONDRIAC

THEY TOLD ME
I ONLY THOUGHT
I WAS DEAD
How Could I Prove
Them Wrong?

THE PAINS IN MY HEAD
WERE DRIVING ME
OUT OF MY MIND
And All I Got Were
Two Aspirin

I FIGURED I HAD ONLY
SIX HOURS TO LIVE
When All I Had
Was Gout!

I FINALLY GOT DIABETES
They Gave Me So Many
Sugar Pills!

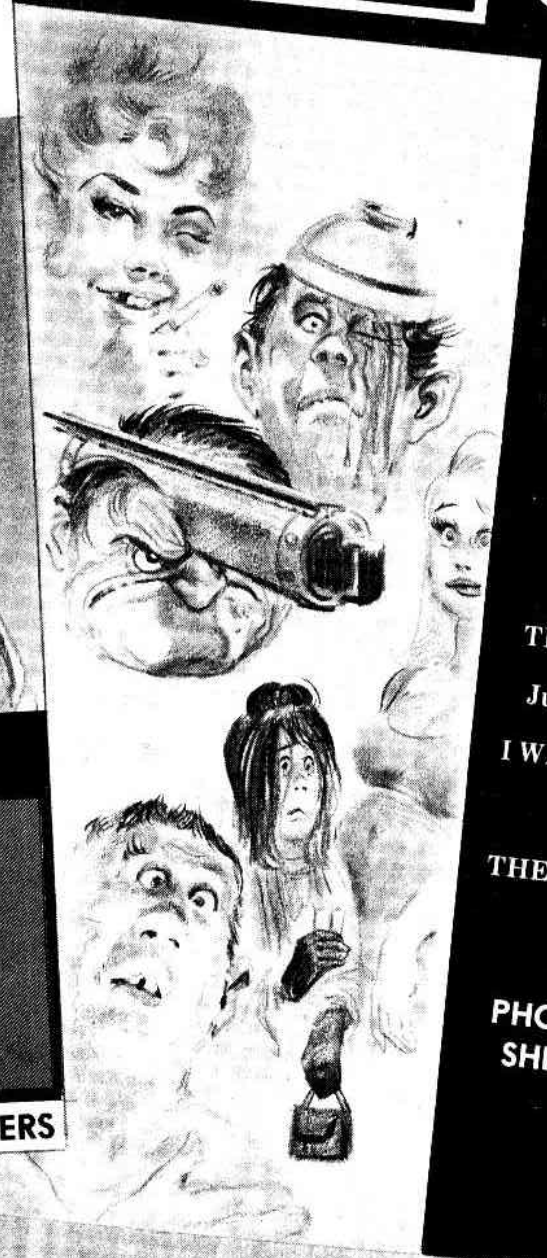
THEY SAID HEARTBURN
WASN'T SERIOUS
But I'd Been Fasting
For Two Days!

I HAD THE MOST DREADED
DISEASE OF ALL
Malaria And Frostbite!

MY MOST FRIGHTENING
NIGHTMARE
I Dreamed I Was Healthy!

SENSATIONAL COLOR SECTION ON GALL BLADDERS

REAL CLODS



THE NIGHT I BROKE UP
A STREET FIGHT
And Wound Up
With A Black Eye!

• • • • • •

I SEARCHED
THE WIDE WORLD
Looking For A
Left-Handed Basketball!

• • • • • •

THE PANICKY WAITER
WHO SPILLED THE BEANS
All Over My New Jacket!

• • • • • •

I GOT TO THE WINDOW
TOO LATE
The Box Office Prices
Had Just Changed!

• • • • • •

THE DAY THE RAIN CAME
DOWN IN TORRENTS
Just After I Washed My Car!

• • • • • •

I WATCHED PEERING EYES
STARE BACK AT ME
Thru The Keyhole!

• • • • • •

THEY LOWERED THE BOOM
ON ME
And It Hit Me Right
In The Mouth!

PHOTOS OF THE BIGGEST
SHLEMIELS IN AMERICA

Neurotics' ARGOSY

I LOST AT RUSSIAN ROULETTE
AND LIVED
By Cheating!

• • • • • • •

I WAS SURROUNDED
BY SADISTS
Which Was Great
Since I'm A Masochist!

• • • • • • •

THE WHOLE WORLD WAS
PLOTTING AGAINST ME
I Kept Screaming!

• • • • • • •

THE BLOODSUCKING HEAD-
SHRINKERS FROM NAIROBI
Couldn't Cure Me Either!

• • • • • • •

THE EERIE VOICES
FROM THE SHADOWS
Were *Real* I Tell You!

• • • • • • •

I WAS CRUSHED
IN AN ELEVATOR
Man, What A Phobia!

TRUE PLAYBOYS

SHE SAID MY APARTMENT
WAS HIDEOUS
So I Knocked Her Flat!

ATTACKED IN THE AMAZON COUNTRY
Those Girls Were Really Built!

I SAW THE HANDWRITING
ON THE WALL
In A Men's Room!

THE AGONIZING
NIGHT
IN THE Y.W.C.A.
When I Couldn't
Get In!

I FOUGHT
TOOTH AND NAIL
But She Still Wouldn't Let Me
In Her Apartment!

THE NIGHT HER HUSBAND
RETURNED
UNEXPECTEDLY
And The Morning After
In The Hospital!

TERROR
AT A MOTEL
She Didn't Tell Me
She Was Under 18!

THE MOST ACCESSIBLE WOLFESSES ON EARTH

Exciting TEENAGE Tales

PANIC ON THE TELEPHONE
When It Went Out Of Order!

THE GRISLY BEATLES WERE EVERYWHERE
All Four Of Them!

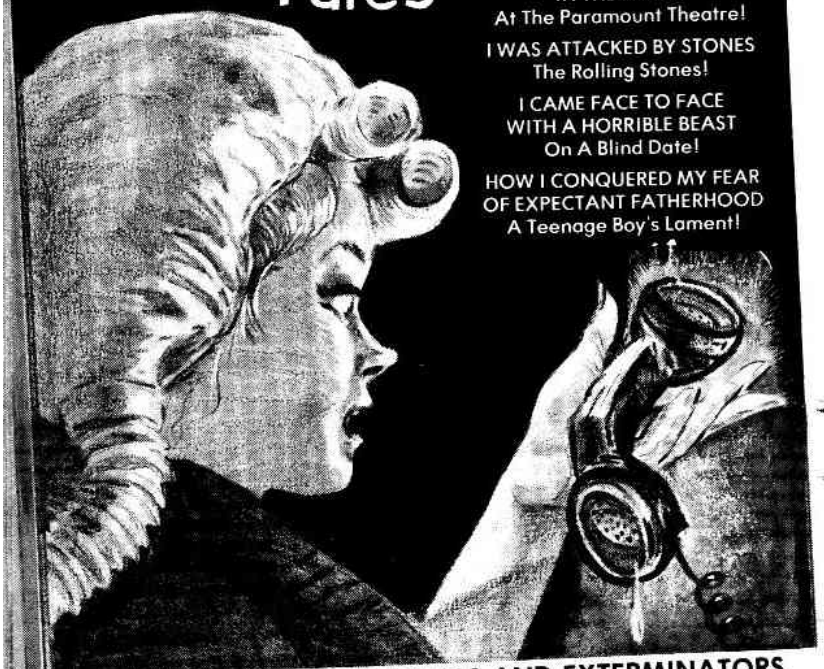
IT WAS OOZING ALL OVER MY ROOM
That Greasy Kid Stuff!

THE TERRIFYING SCREAMS IN THE NIGHT
At The Paramount Theatre!

I WAS ATTACKED BY STONES
The Rolling Stones!

I CAME FACE TO FACE WITH A HORRIBLE BEAST
On A Blind Date!

HOW I CONQUERED MY FEAR OF EXPECTANT FATHERHOOD
A Teenage Boy's Lament!



PHOTOS OF BEATLES, ANIMALS AND EXTERMINATORS

Two-Fisted WORKING GIRLS

I WAS ON MY LAST LAP
When The Boss' Wife Walked In!

THE MOST WOLFISH SALESMEN IN THE BUSINESS

THE FRIGHTENING CHASE WITHOUT A STOP
Around The Boss' Desk!

HORROR AT THE MOUNTAIN RESORT
Twelve Girls To Every Guy!

TWO WEEKS OF TERROR
They Didn't Give Me A Vacation!

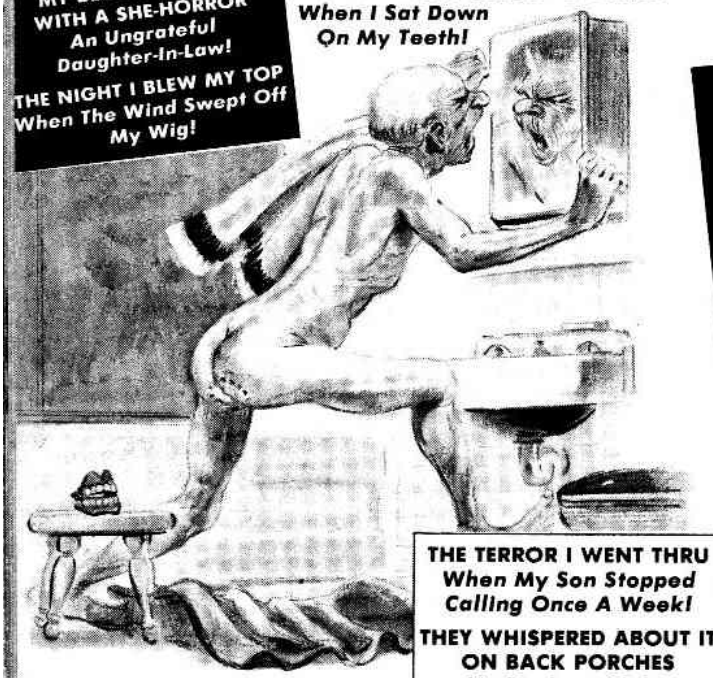
THE MAD DASH HOME AGAINST A HORDE OF DEVOURING ANIMALS
On An Overcrowded Bus!

OLD FOLKS' ADVENTURES

MY BLOODY BATTLE WITH A SHE-HORROR
An Ungrateful Daughter-In-Law!

THE NIGHT I BLEW MY TOP
When The Wind Swept Off My Wig!

I WAS ALMOST BITTEN TO DEATH
When I Sat Down On My Teeth!



THE TERROR I WENT THRU
When My Son Stopped Calling Once A Week!

THEY WHISPERED ABOUT IT ON BACK PORCHES
My Varicose Veins Operation!

THEY SAID IT COULDN'T HAPPEN
My Friday Night Supper Was Cold!

WALLET-SIZE PHOTOS OF GRANDCHILDREN

12-PAGE SECTION ON UNGRATEFUL CHILDREN

MALE MOTHERS

I LAY SCREAMING ON THE TABLE
After Seeing A Mouse In The Kitchen!

KNEE-DEEP IN MUDDY WATERS
When My Washer Went On The Blink!

THE STORY OF MY HAZARDOUS MISSION
To The Supermarket On A Saturday!

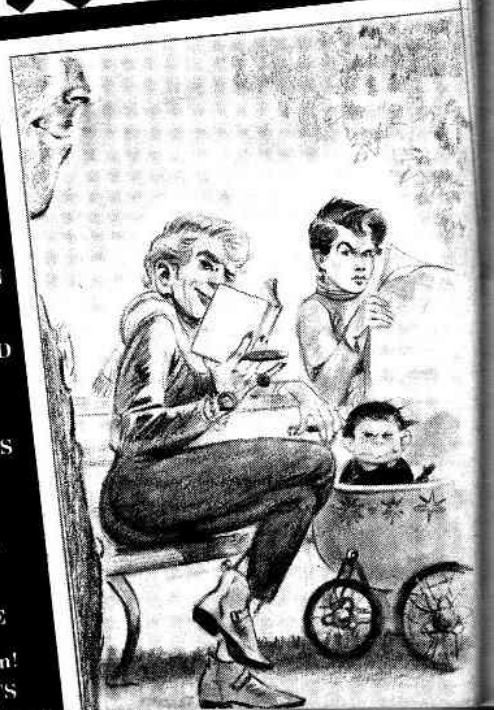
THE WALLS WERE SMEARED BLOOD RED
From The Ketchup My Kids Were Using!

ATTACKED BY GIANT ANTS
After Spilling Sugar On The Floor!

THE ROARING FLAMES WERE ALL AROUND ME
I Left The Roast In The Oven Too Long!

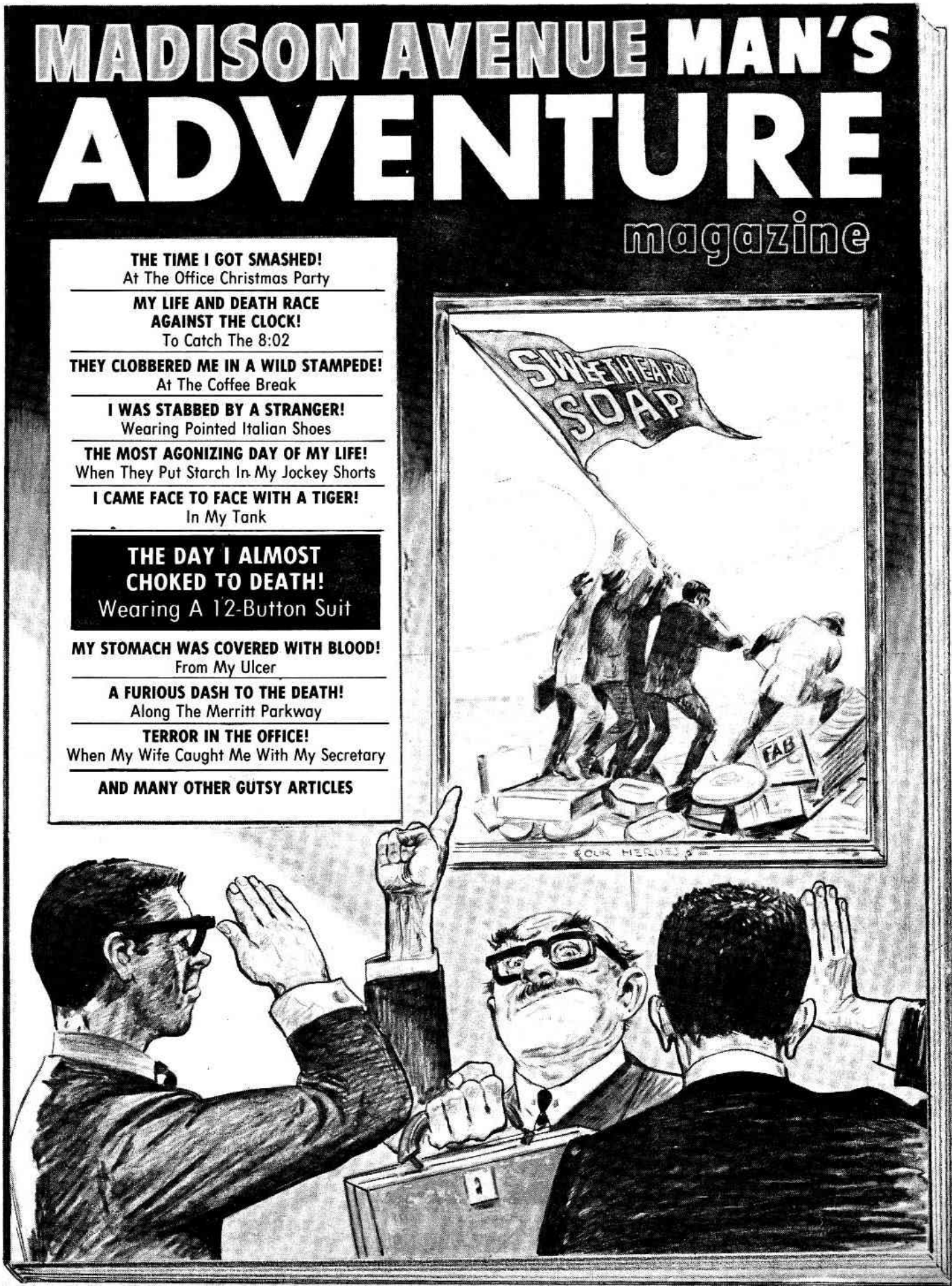
SMACK IN THE MIDDLE OF A TORNADO
A White One In My Kitchen!

THE CRAWLING BEASTS



The Advertising Industry is growing rapidly. Many agencies are now "public owned", which means they are on the stock market, which also means that millions of ordinary citizens now participate in the great Madison Avenue business of huckstering.

To cater to this growing group, the Adventure Magazine Field might consider a more specialized publication, like this...



Script by Paul Laikin Art by Bob Powell

I Kept Gasping For Breath As My Whole Body Went Limp

The Time I Got SMASHED at the Office Christmas Party!

AN ADVERTISING MAN'S ORDEAL:

by A. K. Smedley

All around me the wild grotesque nightmare was in full swing. The whole scene was in utter chaos and vibrated with the ear-piercing screams of terrified young girls being chased around desks by drunk-crazed white-collar men. Everywhere there were victims staggering about, some lying motionless in a wine-drenched stupor. Lecherous old men went completely berserk and pursued frightened young file-clerks from room to room. Bloody Marys and Pink Ladys were being downed in every nook and corner. Bodies were falling all over the place. It was a hideous spectacle to behold!

And right in the middle of it all I lay there on the floor writhing in agony. I found myself getting smashed and smashed, right and left. I felt my guts slipping away. No matter how I tried I couldn't lift myself off the ground. I crawled along in excruciating pain, searching desperately for some way to escape the sadistic horde!

It was the most horrifying experience of my life. And the ironic part of it all was that this was was just a normal working day at the office. It wasn't even Christmas yet. The party wasn't supposed to be until two weeks later!

A JUNIOR EXECUTIVE'S NIGHTMARE:

MY LIFE AND DEATH RACE AGAINST THE CLOCK!

TO CATCH THE 8:02

by T. S. GLICK

Each fleeting second seemed like an agonizing eternity. It was barely 12 minutes to the fateful deadline and here I was painfully behind schedule. I had to get there on time or all would be lost. I had to make it or give up everything. I had to catch that 8:02 Express out of Kingsport! To miss it would mean the most horrible catastrophe my family and I ever faced. The boss had made it clear from the beginning—we would all starve to death if I got fired!

Only minutes before I was lying on my bed never dreaming I would soon be so close to disaster. My wife nudged me. "You idiot," she bellowed in a large booming voice, "it's 7:23!" I starred at her in disbelief. "You can't mean that, honey," I screamed. With that she pounced on me and started hitting me over the head until it finally sunk in. I was going to be late!

Quick as a flash I grabbed my clothes and made a mad dash to the door. It was 7 short blocks to the station and I could not face the thought of failing. A lot was depending on split-second timing. Racing furiously along the hard cold cobblestone I gasped for breath with each frantic step. It was now only 3 minutes away and I felt my heart pounding with terror as my legs started crumbling under me!

With a last desperate surge forward I staggered into the station. As I lay there panting and clutching my chest I gazed up at the clock. I had made it just in time but there was no train in sight. The whole scene was quiet and deserted. Suddenly a gnawing, terrifying realization came to me. It was Sunday! I wasn't supposed to be at work until the following day!

Racing Furiously Along I Knew I Had To Make It Or Face Certain Disaster!

They CLOBBERED Me in a Wild STAMPEDE at the coffee Break

by I. R. BLEEDING

They were like a pack of hungry animals ravaging everything in their path. Like Pavlov's dogs, when the ball rang the saliva dripped from their twisted lips and ran down their crazed perverse faces. Running amok down staircases and into elevators, they were insatiable as pandemonium broke loose. I slipped and fell and was dragged 18 feet by a berserk bookkeeper. Soon all sorts of foods were flying about me. I was hit in the groin by a seltzer bottle!

It took exactly 15 minutes. When it was all over the whole area was strewn with broken coke bottles, torn Drake's cake wrappers and assorted nuts from O. Henry bars. Suddenly, as the maddening din had all but vanished, there came the eerie clanging sound of another bell. This time it was for the *real* coffee break! The bell before had been a fire alarm! While everyone was out on this food orgy all their desks had burned down!

HOW WE RETIRED TO BRAZIL ON $1500 A MONTH

It was so easy a file-clerk could have gotten away with it! There was this bi-monthly payroll plus the Christmas bonuses. All we did was take it with us when everyone was out on a coffee break. Now we're living it up in sunny Brazil where they can't touch us. For more details drop us a card today.

PHONY-X Insurance Company of Brazil

which is another way of adding to our income as we now underwrite phony insurance policies!

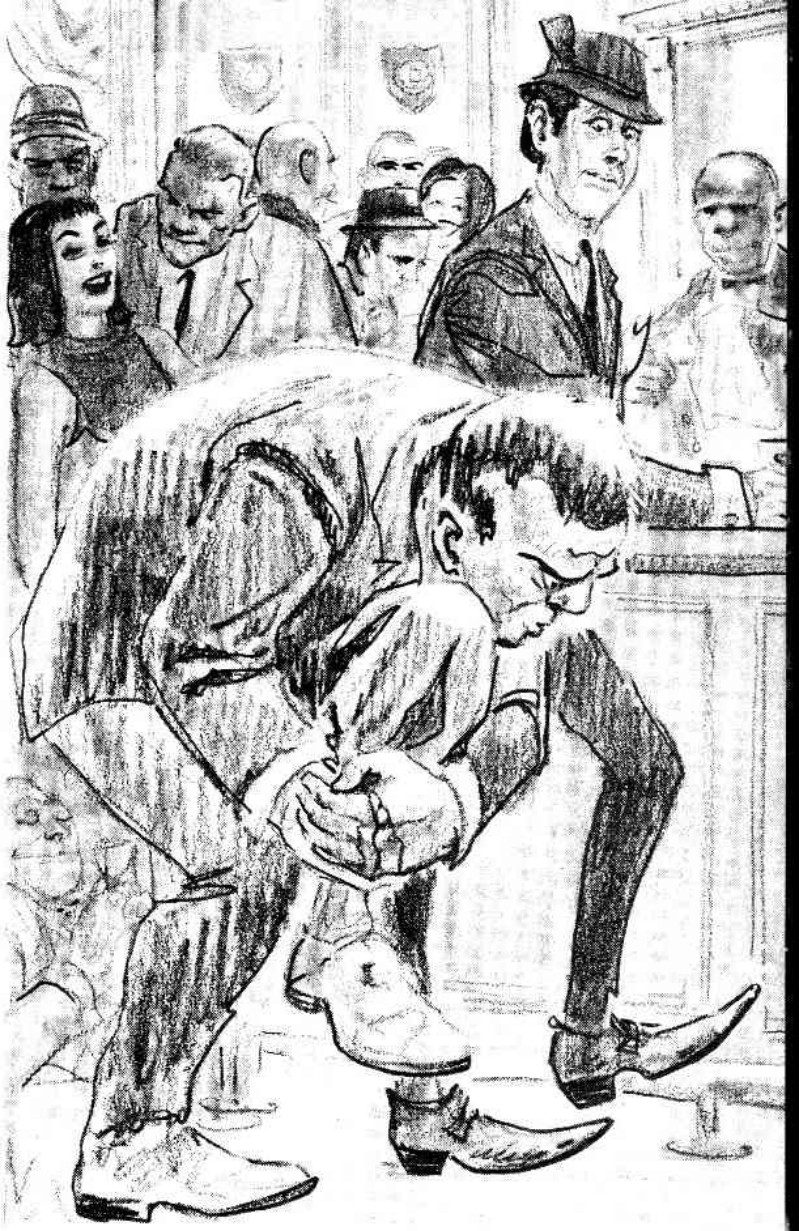
Will you spend $2 to LOSE your hair?

It may be allright for people in show business to walk around with a full head of hair, but on Madison Avenue it just isn't done. For the well-groomed executive it's all crewcut. That's the chic Ivy League way. If your hair grows too fast we will show you how to lose it—just enough so that you have a permanent crew-cut. What we do is get right down to the roots of your head and destroy your hair up to a point—the point on your head, that is. Look like a real executive. Send $2 today for our magic formula. If it doesn't work you'll tear your hair out trying to get your money back—so either way you can't lose!

CHARLES ANTHILL SCALP, ME.

I WAS STABBED BY A STRANGER Wearing Pointed Italian Shoes

by S. S. STOREY



It was all so bizarre and uncanny I couldn't believe it even after the blood started trickling down my left ankle. There I was standing next to this total stranger in an East Side bar when all of a sudden I felt a sharp jabbing thrust. I looked down to see what had caused this sensation but there was noting in sight. Yet there was this gory pulsating wound and there was I wincing in bitter agony!

As I doubled up from the pain I saw for the first time the horrifying weapon that had wounded me. There on the feet of the stranger beside me was the most pointed pair of Italian shoes I had ever seen! They were so pointed the tips glistened and shone.

"Get me his name!," I screamed as I fell to the floor. Fortunately he was known to the bartender who called the police as the man fled. Although he is still at large I shall never forget his name. This man with the French cuffs, the Swiss watch, the Irish linen handkerchief and the Hong Kong suit was Max Schwartz—he was the one who stabbed me!

BE A CHAIRMAN OF THE BOARD

No matter if you're now an office boy or an Executive Vice-President, if you send for our special correspondence course in just 3 short weeks you can be a Chairman of any Board you choose. We carry a large assortment of boards for you to pick from—exciting plywood, dynamic teak or the sophisticated new two-by-four. Act today. You'll soon be knocking on wood that you did!

"I CAN MAKE A NEW EXECUTIVE OF YOU IN ONLY 30 DAYS,"

says C. B. Strongarm

Business World's Most Perfectly Developed Executive

To look at me now you'd never believe that I was once a 97-lb. office boy! Today I'm famous the world over as a two-fisted hard-hitting man of steel—mainly because that's what I'm an executive in! And how did I accomplish all this? How did I rise to the top of the heap? Simple! Hard work, exercise and fierce determination—that's what did it! How else would I have ever gotten the boss' daughter to marry me? If you want to get ahead in the business world then send for my free booklet today!

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY SUCCEEDING

BOX T.O.P. SICLY, ILL.

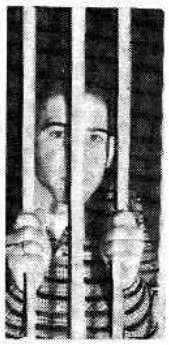
COPY WANTED
To Be Set To Music

Send us your favorite copywriting piece, campaign slogan, ad blurb or any other advertising material you have written and we will set it to music. Our pupils are now flooding TV and Radio with jingles we've done. Any minute they expect to sell one. You can be the first! Act today—before our lease expires!

JINGLE INC. OMYPA, PA.

LAST WEEK I MADE $235,"

says R. J. Smedley



"padding my expense account!"

Earn big money right on your job—without investing any extra time at all. It's so easy when you know how. All you do is juggle a few figures around. Let trained experts teach you. Send now for free booklet.

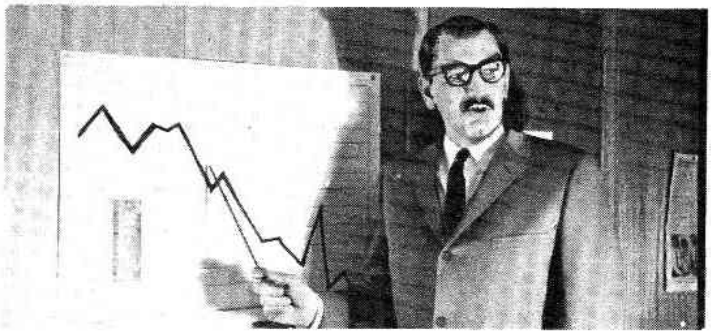
No. 149732 Leavenworth

ATTENTION
CHAIRMEN OF THE BOARD
FINISH HIGH SCHOOL
AT HOME—IN SPARE TIME

It's a well-known fact that people with no education have risen to the top and hire college graduates to do their work for them But look at all you're missing! So you left in the 3rd grade to get a job and worked your way up! This doesn't mean you shouldn't know about Algebra and Frog Dissection! Add a new dimension to your life. Walk into that next Board Meeting with a High School Diploma in your hands! Write today:

MANSION STUDY COURSE
DIPLO, MO.

The Ten Commandments
For The Madison Avenue Executive



- *Thou shalt have no other gods but thy employer*
- *Thou shalt not take the name of thy corporation in vain*
- *Thou shalt not covet thy client's goods*
- *Thou shalt not steal from thy company's funds*
- *Thou shalt not commit adulterated products*
- *Thou shalt not kill a successful promotion campaign*
- *Thou shalt not worship unsalable items*
- *Thou shalt not bear real witness against thy sponsor's wares*
- *Thou shalt not carry more than $50 in cash with thee*
- *Thou shalt not have any other commandments but these*

How To Live in Westport On $5 A Day

How To Avoid Picking Up A Check In A Restaurant

How To Balance Your Secretary On One Knee While Giving Dictation

ANY 5 BOOKS FOR $1
WHEN YOU JOIN THE
HOW-TO BOOK-OF-THE-MONTH CLUB
FOR EXECUTIVES

Madison Avenue, N.Y.
(Send today for free coupon)

How To Take The Credit For Somebody Else's Work

How To Explain Your Wife To Your Secretary

How To Win Clients By Influencing Their Wives

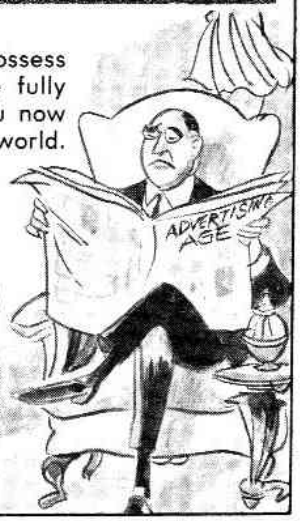
How To Take 3-Hour Lunch Breaks On The Company's Time

How To Fail In Business Without Really Trying

How To Make A Decision Without Really Deciding Anything

What is Your Executive Status?

To be a successful executive today you must possess certain "Status Symbols" to show that you have fully arrived. Check each of the following symbols you now have and see what your status is in the business world.



- A home in Westport ( )
- A daughter at Wellesley ( )
- A British-speaking secretary ( )
- An unlisted answering service number ( )
- Two keys to the Men's Room ( )
- A five-button Ivy League suit ( )
- Monogrammed jockey shorts ( )
- A fur-lined attache case ( )
- A lifetime Playboy key ( )
- A chronic stomach ulcer ( )

ATTENTION EXECUTIVES:

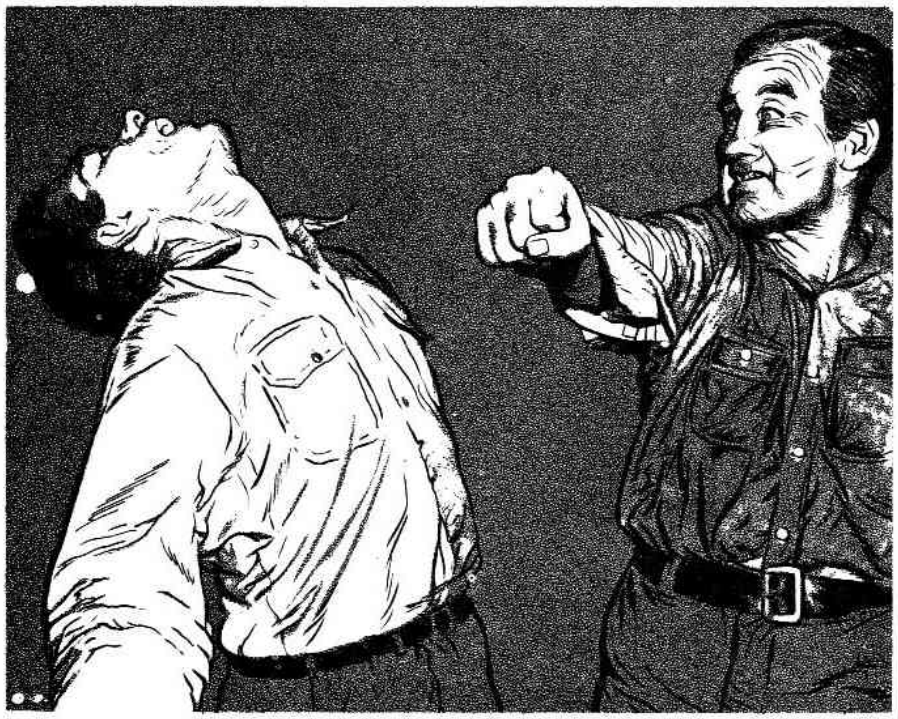
RENT A LONGSHOREMAN

FOR YOUR NEXT PARTY

Pep up that sophisticated but dull cocktail party with a real-live honest-to-goodness hairy cursing longshoreman complete in dirty uniform.

Watch the ladies blush when he tells those filthy gutter stories. Watch the men quiver when he grabs their wives and starts making love to them. Watch your own self panic when he shakes you down for more money than you agreed to pay him.

Our longshoremen come in all shapes, sizes and colors. Send for free brochure today and say goodbye to party boredom.



PARTY RENT-ALLS **MASH, MICH.**

Are you making mistakes in Madison Avenue

INGLESH

In order to be a more successful Madison Avenue man you have to know how to talk like one. Plain old-fashioned good English simply won't do nowadays. You have to color your speech with sophisticated phrases like "run it up the flagpole and see who salutes it"—or "here's one off the top of my head"—or even "make that a very dry martini, waiter!" Send today for a complete correspondence course which teaches you a whole new English language. It'll grab you, baby, it'll grab you!

FOREIGN CORRESPONDENCE SCHOOL
BRONX, N.Y.

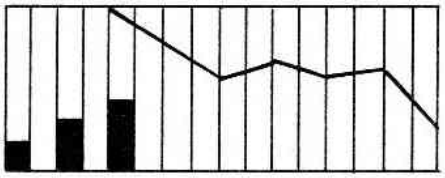
Lonely?

Meet Attractive Women Executives

If you've been thinking it's time to merge we have just the company for you. Our clients are top-drawer professionals from all walks of industry. All replies held confidential. Each meeting strictly hush-hush. In fact, everything's so secret you don't even give us your right name. Just contact us and we'll fix you up. Then we send you our bill and you will fix us up!

MERGERS INC. VIRGIN ISLANDS

Can you draw this?



If you can duplicate the above piece of artwork it shows that you have talent as a creative executive. Send us your name for free booklet showing just how far this talent can take you. Enclose your bank balance so we can determine just how far we can take you!

INFAMOUS ARTISTS SCHOOL
WESTPORT, CONN.

MADISON AVENUE SHOPPING MART

IMPROVE YOUR VOICE

Have More Authority On Your Job

Workers will snap to your call if your voice comes over loud and clear. This item is guaranteed to make you heard anywhere in the office.

BIG NEW IDEAS IN JOCKEY SHORTS

- **Grey Flannel**
- **Fur-Lined**
- **Mink-Covered**
- **Fully-Starched**

Look important
Feel important
Walk important

Remember: It's what's up front that counts!

UNDERWEAR UNLIMITED CREEP, ENG.

Why bother with your crabgrass at all?

Just paint it green!

Our handy green paint product makes your crabgrass look like freshly-mowed grass. Just smear it over those unsightly roots and it will stay that way forever. As long as it doesn't rain, that is!

CRABGRASS KILLERS, INC. CADA, VER.

MADISON AVENUE MAN OF THE MONTH

An Award For Outstanding Achievement In The World of Advertising

B.J. FINKHART **New York, N.Y.**

For introducing such artistic advertising concepts as ten-foot washers, white tornados, Ajax knights, jolly green giants and drained sinus cavities, this award is humbly given—and to show the appreciation of our entire industry the above named individual is hereby awarded the Edsel Account to be his for life.

LOOKING FOR NEW DEPENDANTS TO CLAIM?

We Supply The People—
You Deduct Them
From Your Income Tax

What we do is send as many people as you order to your home and you support them. You feed them, clothe them, comfort them — and then deduct them from your Income Tax. Write today for list of people available and rates for each.

PEOPLE WHO NEED PEOPLE OOLA, LA.

I got my job thru the New York Times

Read your Classified Want Ads

"Miss Jones, take a suicide note."

8 X 10 GLOSSY PINUPS OF EXCITING GIRLS IN INDUSTRY

Ivy Baker Priest, Pat Ward and many others in daring, revealing poses. Full set of 12 for only $1. Comes in unmarked charcoal grey envelope.

I. J. KLAW SCARSDALE PHOTOS

In Next Issue:

- **I WAS ALMOST CRUSHED TO DEATH! By The Paperwork On My Desk**
- **THE TWO-TON GREYHOUNDS WERE AFTER ME! But I took An Intercity Bus Instead**
- **TOSSED HIGH UP IN THE AIR! But Nobody Saluted It**
- **THE CASE OF THE POISON-PEN COPYWRITER**

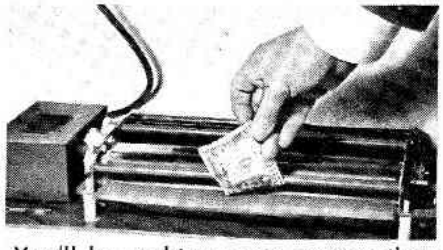
- PIN-UP PICTURES OF THE MOST BEAUTIFUL FILE-CLERKS IN THE WORLD AND MANY OTHER TWO-FISTED ARTICLES

ON SALE SOON
In your favorite commuter car

FOR THE MAN WHO HAS EVERYTHING and still wants more!

MAKE BIG MONEY

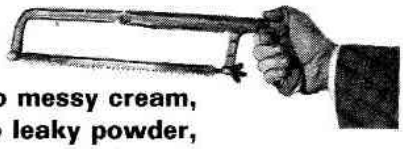
Also Small, Medium And King-Size Money



You'll be making more money than you've ever dreamed possible with our proven success formula. The supply is endless.

ITCHING IN MEN

RELIEVED LIKE MAGIC



No messy cream, no leaky powder, no nothing

Use this handy gadget and your itching problems vanish with each application. Will last a long time—which is great for people with 7-year itch.

WANT TO GET THAT RAISE?
This Sure-Fire Method Can't Miss!

The only way to be sure of getting that raise is to go in and shoot from the hip. Be a straight-shooter and you can't miss! Send for this top-calibre item and you'll go over with a big bang!

LEARN TO CONTROL OTHERS WITH YOUR MIND

It's All In The Know-How

Little BLACK-MAIL Book

Our correspondence course teaches you how to have a more forceful personality so that you can overwhelm others.

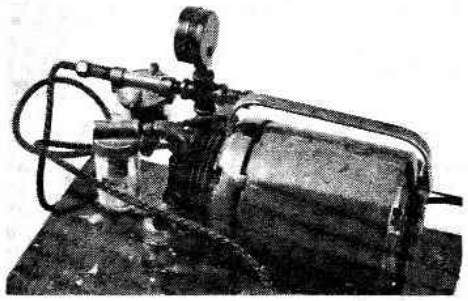
FOR PRICE LIST AND CATALOGUE WRITE:
WIERDO BROTHERS MISHU, GA

BRAND X

SHOPPERS' GUIDE

TIRED BLOOD?

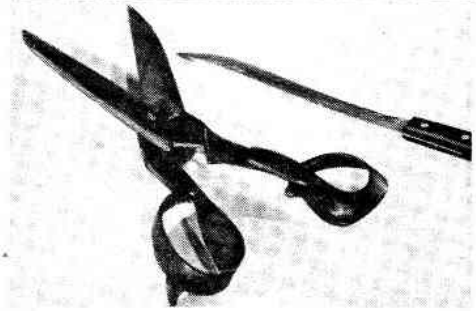
START UP THAT CIRCULATION AGAIN



Here's something to revitalize your whole system. Makes you feel years younger. Turns tired blood into hot blood and you're raring to go. **Only $1.00 per dozen.**

OVERWEIGHT?

REMOVE EXCESS POUNDS



Take off that unsightly fat with this sure-fire item. Cuts away scads of tissue. Makes you slim again. And you don't have to go on a diet. **Only 49¢ at stores everywhere.**

BAD BREATH?

STOP IT IMMEDIATELY

This easy-to-use item covers up bad breath immediately upon application. Will not offend no matter how close you get. **Only 29¢ for each.**

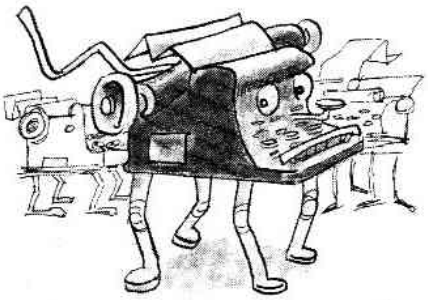
TEMPERANEOUS THOUGHTS

justinman@archive.org

by Jim Atkins

'Tis a strange world we live in. Every day new wonders are created by Science, General Foods and the toy companies. Just think, only a few years ago there were no magazines like this. We used to make bombs which would only destroy a city, but the fallout would scatter over a wider area. Now we have a bomb which will destroy entire countries, but it's a clean bomb and there's no fallout.

The machine is doing everything these days. One company found that it had a warehouse full of automatic typewriters it didn't want. The company sold kites. It seems that the company had two automatic typewriters which were used in placing orders. These two typewriters ordered the warehouse full of typewriters because they were lonely. They had a warehouse sale and sold the warehouse.



These two typewriters are alive today, I am told, living in Argentina with Adolph Hitler, Tom Dewey and Vic Gold.

• • •

I guess you could say that an Astronaut is a cloud-hopper. Remind me to tell you about the guy who flew a kite across the English channel. He had "Buy Brand X" painted on the kite for publicity purposes, but of course, the sea gulls couldn't read it, and kept on appearing in ads for Salem cigarettes.

• • •

Only through the use of Brand X and other time-consuming products can you live happily in this modern world. Did you ever live in a membrane? You may someday. Remind me to tell you about it. Living in a membrane is the only place I know of where you can have a good time and not enjoy yourself.

• • •

If you want to blow a bugle and strip at the same time, it's all right. Actress Faith Dane (she played the bugle and stripped simultaneously in the musical, "Gypsy"), sued because another girl used the same routine after Miss Dane left the show. The Court of Appeals ruled that "bumps, grinds and pelvic contractions and blowing the bugle are not so unique, novel and artistic" that they are a property right.

• • •

NEWS FLASH—I can report exclusively here that General Foods has begun underground testing again.

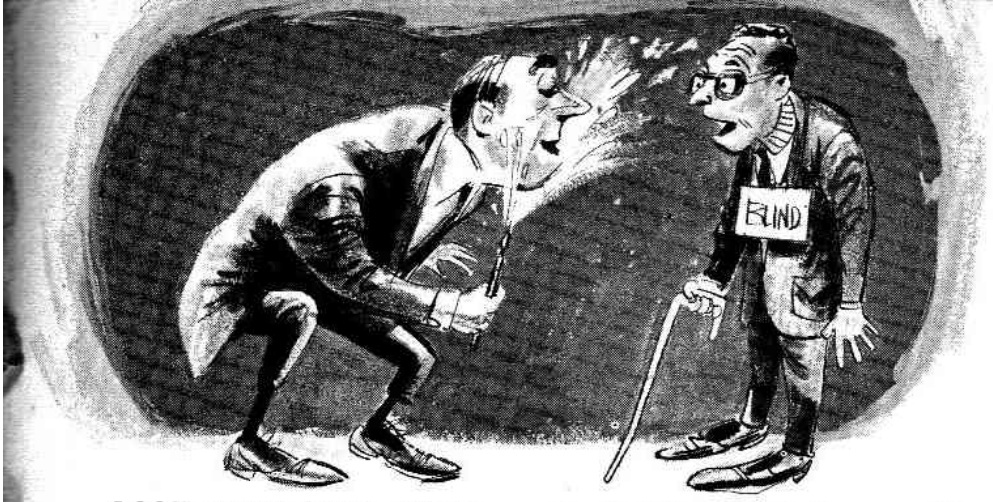
• • •

GO FLY A KITE . . . A new way of transportation was tried by Bernard Danis, a 37-year-old Frenchman. He crossed the English Channel by hanging on to the tail of a giant kite. The trip took one hour and 40 minutes. Two other Frenchmen crossed the channel on water skiis and it took them only one hour and 20 minutes. Why two by skiis and one by sky? They were told: One if by air and two if by ski.

I had a friend who tried to swim the English Channel, got within five miles of the French shore, and couldn't make it. He turned around and swam back. I had another friend who swam the channel as a publicity stunt. He covered his body with Greasy Kid Stuff.

• • •

HOT NEWS . . . While we are on the subject of hair cream there was word from Mississippi that some officials there are trying to comply with the Civil Rights law. They arrested a man in Jackson for refusing to give a Negro a haircut. He was later released when it was discovered he was not a barber.



LOOK SAFE, FEEL SAFE... The other day I borrowed a man's pen in a bank, and when I tried to write a check the teller gave me $100,000 and begged me not to shoot. It was a tear-gas pen. Roy Marcarto, a nationally known producer, carries an ammonia pen, and shoots himself when he feels drowsy. Clancy Fake (he's yellow to the core) carries a sword cane that's white so he can act blind if he's attacked. Now the newest self-protection device is a combination flashlight and Billy Stick. The reason it's not safe to walk the streets is that everyone is carrying tear gas guns and Billysticks.

• • •

The New Yorker collects strange items from other publications. We collect strange items from the New Yorker (if they reprint from other publications, we can reprint them). Item from the New Yorker: "Brewer Hall, which will house 144 men, was completed in September of 1958. The structure of Brewer Hall is almost identical to that of Blanton Hall in that it contains units of two bedrooms with connecting bath and closet space for four girls."—Student handbook issued by the Kirksville (Mo.) Northeast Missouri State Teachers College. The New Yorker added: "And a cubicle for Helen Gurley Brown."

• • •

You better stop buying the large economy size. The major problem of coming years may be the search for space. I had a friend who tried to fly to the moon on the tail of a kite. He got half-way there and turned around and came back. He's the same one who shot himself accidentally while practicing his quick-draw with his tear-gas fountain pen.

Donald W. Cox, of Philadelphia, former lecturer for the Agency-Franklin Institute Traveling Space Demonstration Unit, predicts: "We'll have to exit this earth before the year 2,000 to accommodate the threefold population increase by that time." But cheer up. Mr. Cox says it is possible for human beings to live on Mars, Venus, Saturn, Jupiter and Mercury. Do you think they can build a kite big enough to take us there? Is it safe to walk the streets of Mars?

• • •

TROUBLES IN SPACE... The three Russian astronauts were circling the earth when one asked another: "What did you mean? It won't flush?"

• • •

BETTER PLANNING FOR BETTER LIVING... Before we plan to live on Mars, there are some other new developments in the world of science we should take a look at. A new type membrane has been developed that acts like the gills of a fish, permitting the entry of oxygen into an enclosure and carbon dioxide exhaled to escape into the water. In other words, scientists made an enclosure, put a hamster in it, and he was able to live under water. Now, using this same membrane you could build cities underwater. They first tested it by putting a fish in the membrane and it drowned. They tried a hamster and he did okay. They did all this experimenting in an aquarium tank. Next they want to try larger animals. They want to put a tiger in their tank.

• • •

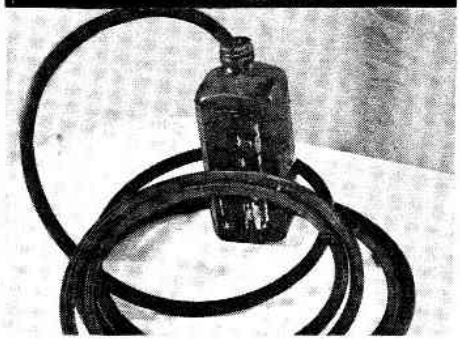
UNDER-DEVELOPED BUST?

ADD PRECIOUS INCHES

See that sagging bustline blossom before your very eyes. Men will notice you like never before. And you can stop when you've had enough. Get yours today. **Only $2. Special Handling.**

looking for a NEW MOUTHWASH?

HERE'S SHEER POWER



The dynamic impact of this marvelous rinse will clean out your entire mouth instantaneously. Kills germs and **everything** on contact. **Only $7.95 per quart.**

MAIL TODAY—BEFORE OUR LEASE EXPIRES

BRAND-X Shopping Mart
Island No. 796
Thousand Islands

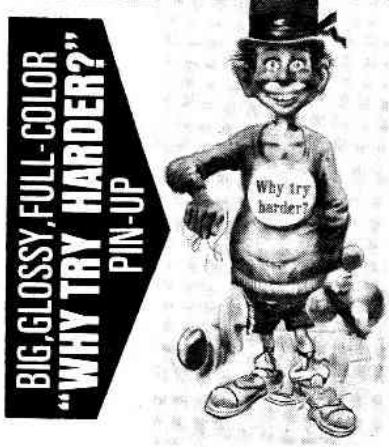
I enclose $..... for the following numbered items:

.....

NAME .....
ADDRESS .....
NEXT OF KIN .....
SEX: MALE ( ) FEMALE ( ) OTHER ( )
BANK BALANCE .....
(If none, forget you saw this ad)

SATISFACTION GUARANTEED OR YOUR COUPON BACK

BIG SICK ANNUAL



FIRST SICK ANNUAL

Yes, it's finally here! A gigantic collection chock-full of the sickest material from previous issues of SICK. This 7th year fantabulous blockbuster will arrive on the newsstands this June. Be sure to get there early so you don't miss out. Furthermore, as a special added bonus inside, you'll find a **three-page fold-out color portrait** of America's Number Two Mascot, **Huckleberry Fink** the **"Why Try Harder"** kid. This Pop-Art masterpiece is in full rich color and on a glossy cover stock which makes it easy to frame or mount on your wall.

SiMON SeZ:

by Joe Simon

This is our Brand-X Issue. You can tell by the Inferior Articles inside. The Brand-X Issue is for people tired of quality magazines who want to see how the other half looks. And we're just the people who can show them! Before putting out this issue, SICK took a survey to find out how many actual Brand-X products there were on the market. We uncovered no less than 18. We then invited these companies to send us their products for testing in the SICK Lab. Almost all of them complied, and several appear on Pages 10 and 11. No kidding, these are REAL products. We vouch for them 100%. One in particular, the Brand-X Garden Hose, calls itself "The Most Advertised Name In The World." We tried this hose and it really works up a storm. So buy these products and save money on advertising. Also, let us know what you think of our Brand-X Issue. Who knows? We may put out a couple of dozen more...

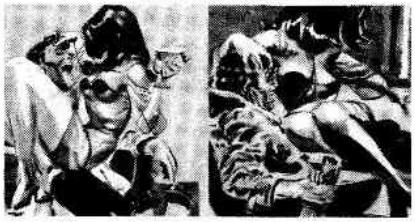
TV'S BATMAN

The next issue of SICK will feature a special TV Batman gimmik that will expose his most famous stunt for what it really is—namely, a tricky camera illusion. It promises to be a sellout issue, so we thought we'd warn you to reserve your copy early. If you're not already a subscriber, better join up now or you may miss out on this future collector's item...

WHERE'S THE ORGY?

In a recent parody of Sports Illustrated we ran a mock list of sporting events. Among the entries was the announcement of an orgy. So many people wrote in wanting to attend that we were seriously considering holding one to accommodate them. Then we thought, if these people are such clods they believe everything they read, then they probably wouldn't know what to do at an orgy—so we forgot the whole thing...

SEXY JACK SPARLING



Many fans have been writing in either for or against Jack Sparling's artwork. The big controversey of course, is his ultra-sexy drawings of girls. Some readers claim he goes too far and doesn't know where to draw the line. Others say he draws the line beautifully and we should have more of his tantalizing women. And so, we'd like to take a poll. Those for or against Jack's handling of the opposite sex write in. Only public opinion will make him change his style. Meanwhile we're going to let him continue drawing sexy girls because naturally, we're on the side FOR...

THE BACK COVER

This issue's back cover is especially designed for framing and placing on your wall or wherever. It can also be used as a real Protest Sign. Passersby will flip when they see you marching along holding a sign reading, "BACK BRAND-X AGAINST THE RISING COST OF CONFORMITY!"...

INNER CIRCLE BUTTON

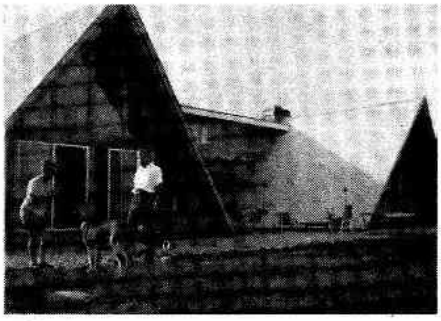
There's still a supply of SICK Inner Circle Buttons available. For your exclusive membership in the Club, send 25¢ for yours today. No panic, but if you don't send in the money we may lose all our buttons...

BRAND X

MAN OF THE MONTH

Jack Sparling (with beard) and other world notables

Jack Sparling's art has created more controversy than French post cards. His *Executive Spy* (SICK #41) in which he took an ordinary industrial espionage script and spiced it up with a voluptuous girl spy has drawn a rash of mail, some condemning, some praising his efforts. His *Sneaker Set* continuing story produced a middle-aged mother that looked like Jill St. John, and this is certainly no knock against lovely Jill. When confronted with his mail, the irrepressible, bearded SICK artist commented, "I guess I'm just a dirty old man".



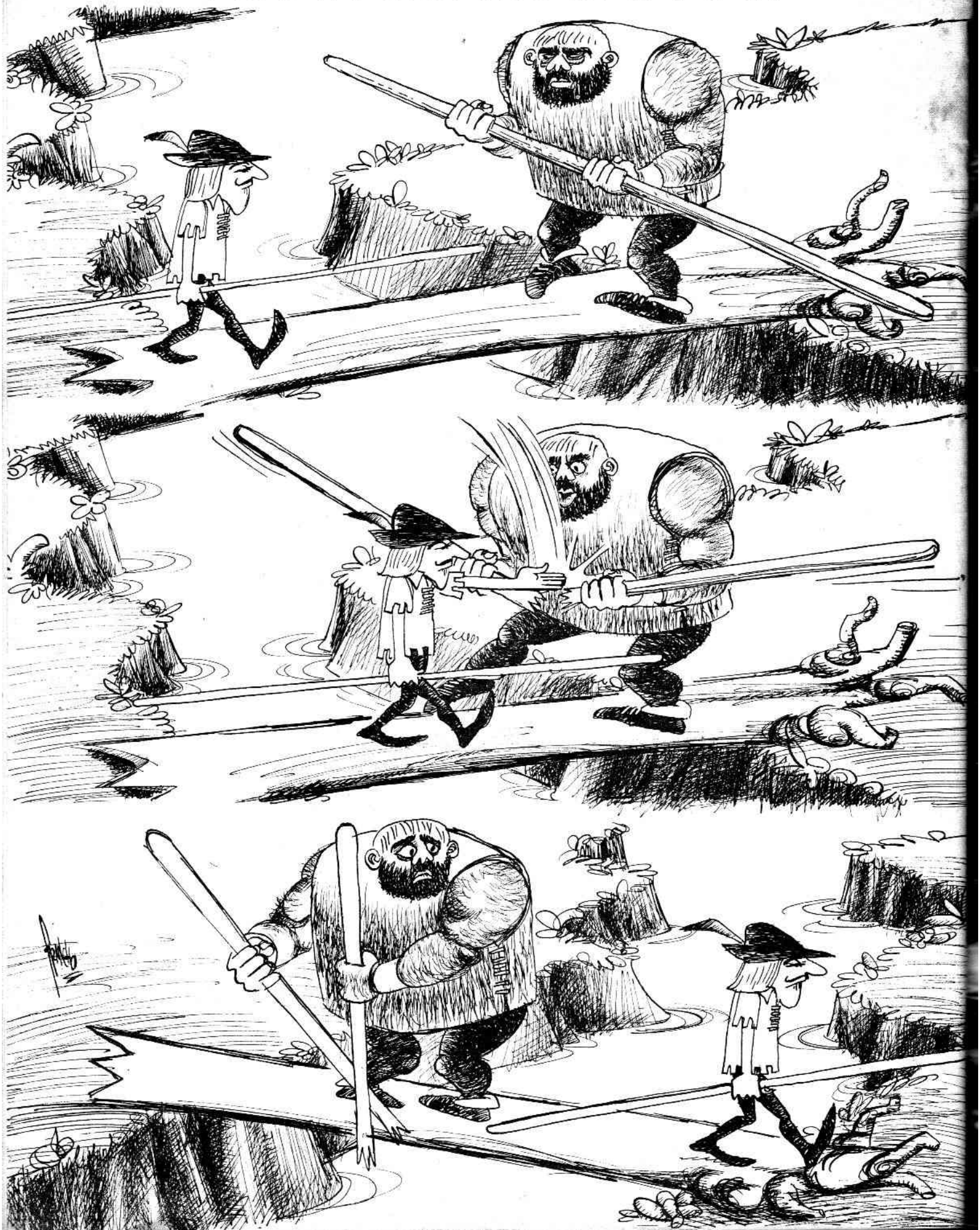
("after the roof we'll build the house")

Jack Sparling maintains a huge estate in Connecticut which includes a 4-car fleet; his inspiration, wife Alice; son, Jack, a fine arts student at Silvermine College; son Gregory, of the U. of Bridgeport and a fierce German Shepherd. Married daughter, Lynn, rounds out the Sparling brood, but nicely.

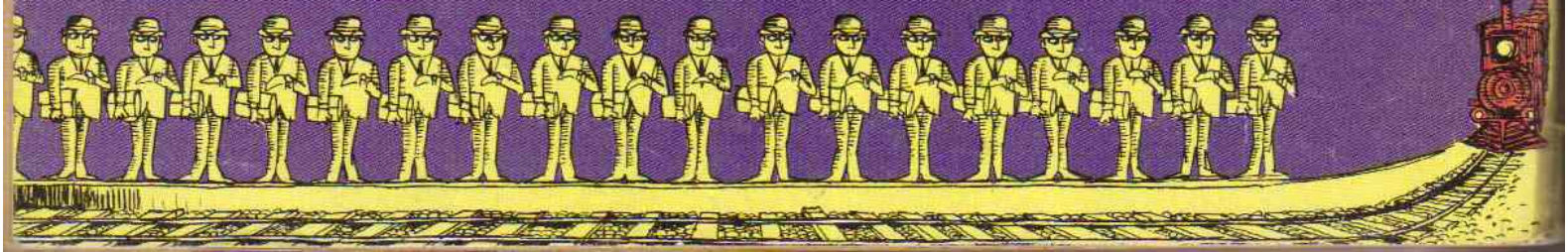
Jack was a mere youth when his syndicated comic strip, Hap Hopper, written by Drew Pearson and Robert S. Allen, enjoyed a long, highly successful run as the first airplane comic. Another hit, Claire Voyant, followed. His book credits include *Goldwater made Simple* and *Instant Candidates*, published by Pocket Books.

SICK came upon Jack when, during Governor Rockefeller's last campaign, two political comic books were produced, one by Mr. Sparling, the other by ye ed, Joe Simon. Drawn together by a common bond of hate and jealousy, the two joined forces to watch each other until the next election, but we've got Jack so busy you guess who's got the next job.

ROBIN and The BAT MAN



Be careful! They usually charge when they're enraged.
Are you sure you've hunted butterflies before?

BACK Brand X As a PROTEST

AGAINST THE RISING TIDE OF CONFORMITY